

# DALLAS

OFFICIAL PUBLICATION OF THE DALLAS CHAMBER OF COMMERCE



*Photo. by Voorhees & Burdial*

Miss Lucyle Ward, of Dallas, who was Queen of the Southwest Style Pageant, staged during the fall buying season of the Dallas Wholesale Market, shown in her \$25,000.00 regalia. "The market season in Dallas, with its style pageants, Better Business Week, and other educational features for the benefit of visiting retailers, is one of the outstanding events in America," said Fred P. Mann, the world famous lecturer and merchandising expert. The Dallas wholesale market is the 15th largest in the nation, doing a business of more than a half-billion dollars annually.



*Cut Courtesy United Advertising Corp.*

Dallas as Viewed from World's Longest Concrete Viaduct. Glimpse of Wholesale District shown at left.



**B**  
**BERLOY**

**GUARANTEED**

STEEL LETTER FILE NO. 694

**B**  
**BERLOY**

Price  
**\$33.50**  
Special



A—CHANNEL REINFORCEMENT  
B—DRAWER SUSPENSION  
C—COMPRESSOR  
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**SHEET METAL OF ALL KINDS**

Ceiling, Metal  
Corrugated Sheets  
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Metal Lumber  
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Bins and Shelving  
Lockers  
Garage Equipment  
Letter Files  
Safes

Utility Cabinets  
Card Index Cases  
Transfer Cases  
Desk Cabinets  
Stationery Shelves

**THE BERGER MFG. CO.**

MANUFACTURERS

PHONE Y-6304

Corinth and Pearl

DALLAS, TEXAS

**ASKEW OFFICE FURNITURE EXCHANGE**

310 NORTH AKARD ST.

PHONE Y-1220





### Save Money on Office Furniture

We have at all times a large variety of desks, chairs, cabinets, cases—in fact, any piece of furniture needed in the office.

Our used furniture can scarcely be told from new, but prices are so low you need not hesitate purchasing what you need now.

Complete stock of new furniture, too, at money saving prices. See us today!

ASKEW OFFICE FURNITURE EXCHANGE

L. E. ASKEW, Mgr.

310-312 North Akard St.

Near Pacific Phone Y-1220

### Co-Operation

Some folks esteem this bureau because of its satisfactory performance in following explicit instructions and specifications.

Others confidently rely on it for suggestions and recommendations concerning each detail in the production of their direct-by-mail literature and the close personal supervision of the special promotion of their business.

A representative is available who is both eager and competent in the solution of publicity and exploitation problems.

Publicity

Advertising

Exploitation

Propaganda

LAWRENCE O. GORDON CO.

5th Floor Melba Theater Bldg.

Telephone Y-1473

## Confidential Real Estate Transactions

We buy property for individuals or corporations. All of our transactions are considered confidential, and no publicity given when our clients so request.

"30 YEARS IN DALLAS"

J. W. LINDSLEY & COMPANY

REALTORS

1309 Main Street

Phone: X 4366

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## A Complete Plant and Organization for Making Motion Pictures and Slides

On September 1st, we moved into larger quarters and installed our own laboratory for making moving pictures and slides. Our camera and laboratory work is handled by Mr. Fred Bockelman, for many years Southwestern representative of the Pathe News and International News. Mr. E. P. Byrne, with extensive experience in Los Angeles and New York, has charge of writing the scenarios and directing the production.

We are now prepared to make motion pictures for the following uses:

### FOR MANUFACTURERS

Industrial motion pictures, showing your plant and the manufacture of your product from the time you receive the raw material until the shipment of the finished goods, can be made a powerful sales force. Many manufacturers now equip their salesmen with portable projectors in order to show the prospective buyer just how the product is made and how it can be used to the best advantage.

### FOR THE FAMILY

Let us make motion pictures of your children's birthday parties, weddings, family reunions, amateur dramatics and other social affairs. Pictures taken today will be of priceless value in the years to come. Reliable projectors for home use can be obtained at reasonable prices.

### FOR CLUBS AND ORGANIZATIONS

Motion pictures of dinners, installation of officers and gatherings of all sorts will always be of intense interest to the membership.

### FOR THEATRES

Leaders and trailers for all purposes. Duplicate printing, titles and art titles. Part 1 to Part 6 carried in stock. High class art work. Quick service.

### SLIDES HAVE MANY USES

For manufacturers, a valuable sales help when distributed to dealers for use in their home town theatres. Most of the big national advertisers now supply their dealers with slides. We make slides in large quantities at extremely low prices.

For merchants, advertising that gets 100 per cent attention value, with no waste circulation, that reaches the prospect when he is in a receptive frame of mind and has nothing else to compete for his attention.

For theatres, for advertising their own attractions, special events, etc.

### SCREEN ADVERTISING IN DALLAS

Our chain of fifteen theatres covers the city like a blanket. You can SHOW the people what you have to sell, on the theatre screens, far more effectively than you can TELL them with thousands of words of type. Motion pictures show the ACTUAL PRODUCT, its use and the facial expressions of people while using it. If you believe in demonstrating an article in use you will readily appreciate the value of motion picture advertising, for it is the next thing to a demonstration.

Let us explain how advertising on the theatre screens will increase your sales. No obligation by phoning X-4084 and asking us to call.

## Pickering Theatre Advertising Company

1404 Young Street

Telephone X-4084

## Texas Conservation Body Elects Officers

Stewart L. Williams, secretary of the Chamber of Commerce at Ballinger, was elected president of the Texas Conservation Association at its second annual convention at San Antonio last month. Sam T. Morgan of Dallas, who represented the Dallas Chamber at the meeting, was re-elected as vice president of the body, and R. E. L. Knight and J. A. Staley of Dallas were named on the legislative committee. It was brought out by a speaker at the meeting that floods annually cause a loss of \$22,000,000 to Texas crops. Plans for close cooperation with the State in its \$600,000 typographic and hydrographic survey were mapped out. This survey is the first step in the gigantic program for reclaiming overflow land and developing irrigation in the State.

## Valuable Booklets for Business Men

Secretary Herbert Hoover is anxious to bring to the attention of business men the monthly "Survey of Current Business," published by the U. S. Department of Commerce. This survey reports actual facts monthly on more than 800 current business movements, with some 1200 pages of text, diagrams and tables in the twelve issues yearly. Semi-monthly leaflets are also issued. The cost of the entire service is nominal, but \$1 a year. It is the purpose of the service to stabilize commerce and industry. Any one desiring the service should write the Department of Commerce, Bureau of Census, Washington, D. C.

## Harwood Widening Ordered

The widening of Harwood Street from Main to Bryan Street will be started during the coming year, it has been decided by the City Commission. This project, which has been under consideration for ten years, will cost about \$400,000, of which \$98,000 will be borne by the city. The street is to be widened twenty feet. This will be one of the most important and most needed city planning steps in the city's program.

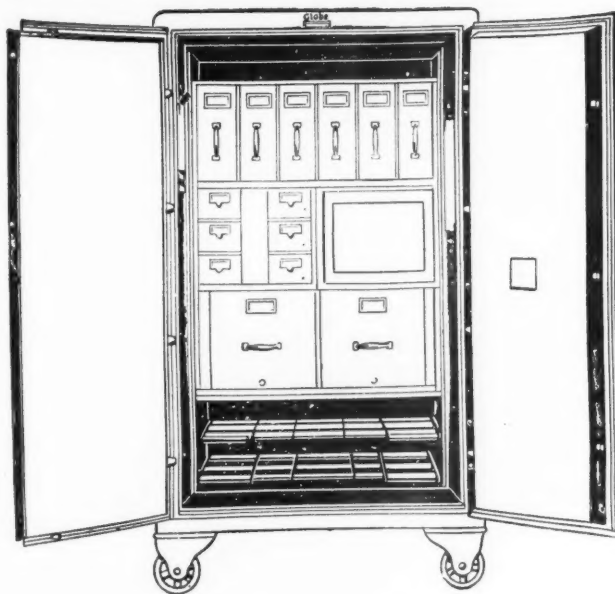
## Texas Opportunities

The first issue of "Texas Opportunities," published by the Texas Opportunities Publishing Company, Dallas, has been received by the Chamber of Commerce. Its purpose is to tell the outside world of the many opportunities existing in Texas, and the first issue is devoted mainly to opportunities in the field of textile manufacturing. Among opportunities it stresses is that of towel factories for Texas, the State having no cotton towel mills. The first issue was sent to 5,000 financiers, manufacturers, textile mill owners and others throughout the Nation. It is well edited and well printed.



# Globe-Wernicke Structural Strength Safes

*with changeable sectional interior*



**The Ultimate Safe—  
Absolute Record Protection  
Your only Record Insurance**

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*Greater Protection—through use of steel  
Greater Thief Resistance—by construction  
Lighter Weight—by use of "Thermo-cel" insulation  
Proven Service—by thousands of Safes in use*

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**FOR YOUR SAFETY---INVESTIGATE**

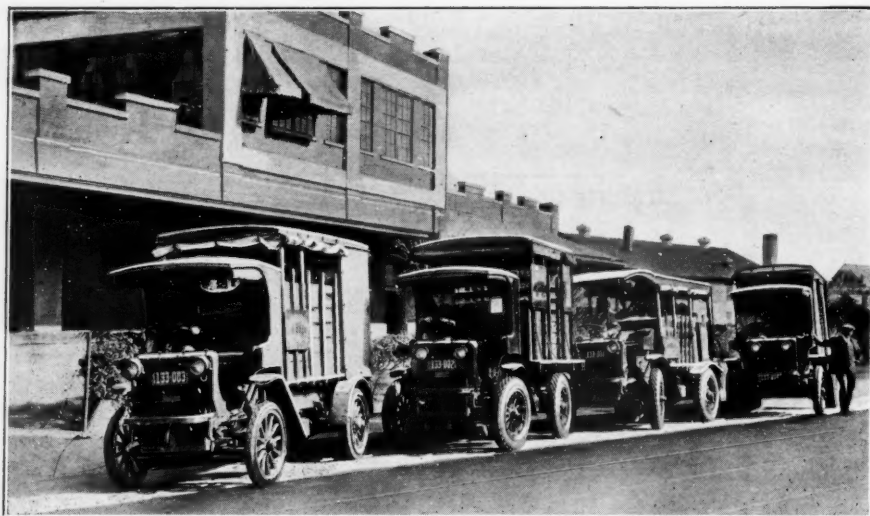
**Simpson-Whiteman Co.**

**X 3957, X 7358**

**1521-23 Commerce St.**



## First Autocar Owner in Dallas, The Stanard-Tilton Milling Company, now uses Autocars exclusively



Mr. J. R. Brown of the Stanard-Tilton Milling Company writes us:

"Four years ago we purchased the first Autocar truck in Dallas. Since that time we have supplanted our other trucks with Autocars, now operating four of them in our city deliveries. They are very satisfactory in every way. We feel we can get more service from them at the cost than from any other make of which we know. The service of the Direct Factory Branch in Dallas has been very prompt and worth a great deal to us. In fact, our experience with both the truck and the Autocar Factory Branch has been most pleasant and satisfactory."

### Distinctive Autocar Advantages

*Short wheelbase handiness*

*Light weight sturdy chassis*

*Even load distribution*

*Low cost protective bushings*

*Low cost replacement parts*

*Full supply of parts available*

*Double reduction rear axle*

*Engine more accessible from all sides*

*Autocar direct factory branch service*

### AUTOCAR SALES & SERVICE CO., of TEXAS

2701-2703 Main Street, Dallas

46 Direct Factory Branches of The Autocar Co., Ardmore, Pa., Est. 1897

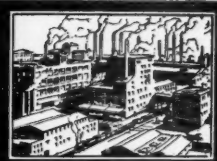
Branches in 46 Cities

*The Sturdy*  
**Autocar**

Wherever There's a Road

*A Complete line of Autocar trucks—new, rebuilt and reconditioned  
Capacities 1 to 6 tons—Chassis prices, \$1100 to \$4500*





OFFICIAL PUBLICATION OF THE DALLAS CHAMBER OF COMMERCE

Volume 2

SEPTEMBER 1923

No. 9

# Dallas *from A to Z*

## Area:

Twenty-six square miles within incorporated limits.

## Agriculture:

Agriculture, leading industry of the Southwest, is described in detail under the headings, "Dallas County" and "Trade Territory." The Chamber of Commerce furnishes quarters for and assists in financing the office of the Dallas County Agricultural and Home Demonstration Agents.

## Amusements:

Dallas offers theatrical facilities unrivalled in the Southwest. The city has 36 theaters (five for negroes), with a combined seating capacity of 27,000. Fair Park Coliseum, with a seating capacity of about 4,500, is used by some large visiting attractions. Dallas has a "Little Theater" which owns its own home. Other amusement and recreation facilities will be mentioned under "Parks and Recreation."

## Automobiles:

Motor vehicle registration showed that Dallas County with approximately 44,000 cars easily led all Texas Counties in 1923. Among cities of the Nation above 100,000 in population Dallas ranks sixth in motor vehicles per square mile and third in persons per motor vehicle. There were 536,309 motor vehicles registered in Texas up to May, 1923. Automobile owners are grouped in the Dallas Automobile Club, maintaining tourist information headquarters at the Chamber of Commerce. Dallas dominates the Southwest as a distributor of automobiles, trucks, tires, accessories and related lines, having distributed as high as \$200,000,000 worth in a year. The Dallas Automobile Trades Association is the aggressive organization of dealers.

## Assessed Valuation:

The assessed valuation of the city of Dallas in 1923 was in round numbers \$195,000,000—real estate, \$72,000,000; improvements, \$51,000,000; personal property, \$72,000,000. Percentage of actual value assessed upon. 50% on personal property, 36% on real estate and improvements. Tax rate, \$2.43 per \$100 valuation. This would mean a rate but little above \$1 if property were assessed at its full value. State tax rate, 75c; County, 94c.

## Building Data:

During the past five years building permits in Dallas have totaled approximately \$80,000,000, giving Dallas the rank of 19th in total volume of building volume and 2nd among cities of the Nation in construction value per capita. During the same five year period more than 11,000 residences were erected here, Dallas completing a new home every 49 minutes in 1922. Dallas is the skyscraper center of the Southwest, with 100 buildings from 5 to 29 stories in height. In the Magnolia Building, towering 402 feet above the street, Dallas can claim the tallest building in the South. Outside of New York city there are but three taller buildings in America.

**The data herewith is the text of the revised "Dallas from A to Z" pamphlet issued with illustrations each year by the C. of C. for sending with replies to the thousands of out-of-town letters of inquiry received annually by the Chamber.**

## Churches:

Dallas has some 200 churches, representing approximately 93 creeds or denominations in their membership of more than 100,000. Dallas church edifices rank with those of many cities twice its size.

## City Plan Commission:

A branch of the municipal government, the City Plan Commission, is charged with stabilizing the phenomenal growth of Dallas and enabling the city to develop rationally along modern symmetrical lines.

## Climatic Conditions:

Altitude around 500 feet. Average annual rainfall, 37 inches. Average annual wind velocity, 8.8 miles. Average annual temperature, 64.4 degrees. Average number of days between killing frosts, 240. Average

humidity for year at 7 a. m. is 80% and the average at 2 p. m. for July is 43%, August, 53%, September, 54%. Dallas' climate as a whole is dry, pleasant and invigorating, without extremes, but with sufficient variety to prevent monotony.

## Cotton Market:

Reports of the U. S. Department of Agriculture show that nearly half of the total cotton crop of the South is produced within 12 hours' ride by railroad from Dallas. Texas raised one-third of the cotton of the Nation in 1923, with approximately 44% of the Texas crop produced within 100 miles of Dallas. Statistics indicate Dallas is the largest inland cotton market in the world, handling nearly one-fifth of the cotton of the Nation. A seven-story building was erected in 1923 by M. H. Thomas and will serve as an annex to the seven-story Cotton Exchange Building. Dallas is headquarters for the Texas Farm Bureau Cotton Association and the American Cotton Growers' Exchange, the Farm Bureau owning their capacious home here. Dallas has 100 cotton shipping and exporting houses and brokers. Dallas has the third largest cotton warehouse in the Nation, a \$900,000 concrete building with a 100,000-bale capacity.

It is believed that Dallas leads the world in the handling of cotton seed products. Through its cotton seed oil mills and refineries, brokers and agents, Dallas handles one-third of the Texas cotton seed crop. Notable here in this field is the first unit of what ultimately will be a \$10,000,000 plant, placed here by the Procter & Gamble Company, manufacturers of cotton seed products. Headquarters for the Texas Cotton Ginners' Association and the Texas Cotton Seed Crushers' Association are in Dallas.

## Dallas County:

(a) Description—Dallas County, situated on the Trinity River in North Texas, east of central, was created in 1846 from Robertson and Nacogdoches Counties. The surface is generally level with rolling prairies in the northwest portion. In the eastern portion is considerable sandy loam land, but most of the remainder is in the famous black-land belt. Practically 90% of the land is tillable and fully 350,000 acres of the County's 900 square miles are in cultivation. Good well water is found at a



depth of 35 to 40 feet and artesian water at 700 to 3,000 feet.

(b) **Agriculture**—The value of Dallas County's farm products ranges between \$15,000,000 and \$20,000,000 annually. Dairy stock and products rank next to cotton in importance, the County being a center for purebred dairy cattle, as well as other pure-bred live stock. Poultry products are the third largest sources of farm revenue. Other leading agricultural products are oats, corn, hay, silage, truck, fruit, wheat, barley, hogs, sheep, goats, horses, mules, etc.

(c) **Population**—For several years Dallas County has led the State in population. The 1920 Federal census showed 210,551, an increase of 55.1% in 10 years. The 1920 census showed leading towns of the County, aside from Dallas, as follows: Highland Park, 2,321; Garland, 1,421; Grand Prairie, 1,263; Lancaster, 1,190; Cement City, 878; Mesquite, 674; Carrollton, 573; Cockrell Hill, 549; Irving, 357; Dalworth Park, 332.

#### Educational Facilities:

The city of Dallas has 130 schools, including 45 elementary, 5 high and 80 private schools, colleges and universities. The Dallas public school system represents a real estate replacement value of \$7,000,000. During the 1922-23 term 1,048 instructors served 41,297 pupils. The standard of Dallas public schools is exceptionally high and the instructors are the best paid in the State. An outstanding feature of the system is the night school with an attendance of more than 6,000 last season and training offered in various professions, trades and business. Southern Methodist University, one of the leading educational institutions of the South, with an enrollment of more than 2,000; Dallas University, prominent Catholic school for men and boys, and Baylor Medical College, one of the two great schools of the Southwest teaching medicine, pharmacy, dentistry and nursing, are among the important private schools here.

#### Financial Data:

(a) **Banks**—Headed by the Federal Reserve Bank of Dallas (Eleventh District), and with 13 National or State banks, the Morris Plan Company, two joint stock land banks, several trust companies without banking privileges, 70 mortgage and investment companies, building and loan associations, etc., Dallas is the undisputed financial center of the Southwest. Capital stock of Dallas' 13 National or State banks is \$11,650,000. Dallas ranks 23rd in bank clearings and 23rd in bank debits to individual accounts among all cities of the Nation in 1922, while the 1920 Federal census showed Dallas 42nd in population.

(b) **Insurance**—Dallas is the insurance heart of the Southwest. Several thousand people are employed by the more than 200 insurance companies or agencies located here and the insurance trade adds millions annually to the bank clearings. Four Texas life insurance companies have their general offices in skyscrapers here, in all but one instance these being owned by the concerns. Dallas

is one of the six largest fire insurance centers of the Nation.

(c) **Postal Receipts**—Dallas ranked 24th in postal receipts, 16th in volume of parcel post business, and 13th in volume of second class mail matter among all cities of the Nation in 1922. Dallas' postal receipts in 1922 were \$2,631,142.

#### Fuel and Power:

The oil, gas and coal fields of four States, including Texas, are conveniently located with reference to Dallas. Texas is underlaid with a lignite belt, reaching to within a few miles of Dallas, that is estimated to contain 25 billion tons of fuel with an average heating value of 1,000 B. T. U. per cubic foot. The domestic gas rate is 67½¢ net per 1,000 cubic feet and the rate for industrial gas is from 17 to 25¢ net per 1,000 cubic feet. Electric light rate 6¢ net per k. w.; power, 2¢ net per k. w. upward, varying with amount used.

#### Foreign Corporations:

More Northern and Eastern concerns maintain distributing branches at Dallas than in all other Texas cities combined. This is the strongest concrete proof that Dallas is the best city in the Southwest from which to distribute goods. Dallas has 500 more

## Insurance to Be Featured in October "Dallas."

The October issue of "Dallas" will feature one of the basic businesses of Dallas, one that adds millions of dollars to Dallas' bank clearings annually—the Insurance business. It will treat of the insurance business in all its branches and ramifications, fire, life, accident and indemnity, etc. Several thousand people are employed by the more than 200 insurance companies or agencies here, and the insurance business has contributed several notable structures in the famous Dallas skyline. In this issue an earnest attempt will be made to show the magnitude of this great industry in Dallas, together with its various benefits to Dallas and the Southwest.

business concerns of all kinds than the next Texas city in rank, according to Bradstreet's.

#### Fire Protection:

Due to a complete motorization of the fire department, as well as to an efficient inspection system and the study of fire prevention measures in business houses and schools, Dallas enjoys the low fire insurance keyrate of 12¢. The fire department has 30 pieces of the most modern equipment, 427 fire alarm boxes, 16 fire stations and 273 men, operating under the double platoon system. The appropriation for the department's maintenance during the current year is \$584,837.

#### Governmental Agencies:

Recognition of Dallas as the "key

city" of the Southwest has been accorded by the Government in the establishment here of more than 20 important Governmental agencies. Included in these are the U. S. Public Health Service, War Risk Insurance and Board for Vocational Education, which operate under one roof under the title, "Veterans' Bureau." Dallas is district headquarters for the Petroleum Division of the U. S. Bureau of Mines. There are approximately 1,000 Federal employees in Dallas.

#### History of Dallas:

Though only a little more than 50 years old, having been incorporated as a city April 28, 1871, Dallas ranked in 1920 as the 42nd city of the Nation in size and it is truly representative of the marvelous development of the Southwest. The first settler of Dallas was Colonel John Neely Bryan, who built a pole hut here in 1841. The settlement was named after George Mifflin Dallas, Vice President of the United States under the Polk administration. By 1870 the village had but 5,000 people, although incorporated as a village in 1856. By 1880 the population had reached 10,358, with 38,067 in 1890 and 42,638 at the beginning of this century. Greater Dallas had a population of more than 215,000 in 1923.

#### Health:

The normal resident death rate of 11.5 per 1,000 population annually is lower than in many of the principal cities of the Nation and is a tribute to local climatic advantages and sanitary measures. The bacterial content in the water is well below the standard set by the Government and every recognized channel of infection is controlled by an efficient City Health Department, which works in close harmony with the U. S. Public Health Service. Dallas is a center for the highest class medical and surgical specialists, drawing patronage in this field from a wide area. Dallas has four excellent hospitals, and construction work is under way on a fifth.

#### Hotels and Lodging Houses:

Dallas hotels rank with those of many cities twice its size. In the seven largest hotels alone are accommodations for nearly 6,000 guests, and there are several hundred smaller hotels or lodging houses. Dallas has assimilated nicely an attendance as high as 200,000 on a single day at the State Fair. Dallas is popular as a convention center, entertaining annually from 30,000 to 45,000 convention guests.

#### Housing:

Dallas is known primarily as a "city of homes," but apartment houses are rapidly growing in popularity. Greater Dallas has more than 40,000 homes. Dallas has some of the finest and most beautiful residential sections of any American city, where millions of dollars have been expended in landscape gardening.

#### Highway Center:

Dallas is located on the following transcontinental automobile highways: Bankhead, Meridian, King of Trails, Dallas-Canadian-Denver and the Dixie Overland. Dallas is the center of a veritable network of good roads, leading in all directions. The



County is now completing the expenditure of \$6,500,000 in constructing surfaced highways, this amount in bonds having been voted in a single issue. Touring information can be obtained at the Automobile Club at the Chamber of Commerce and the Circle Automobile Men's Association of America, 512 Jackson Street.

#### Labor:

Dallas is an open shop city, maintaining since 1919 a strong Open Shop Association, affiliated with and backed by the Chamber of Commerce. Labor efficiency and contentment due to the Open Shop, to the climate and to satisfactory living conditions, make profitable relatively high wages for good workmen. Because of the mild climate, there is less expense for fuel, clothing and food, and as costly residences as in the North are not required. There is an enormous reserve of both skilled and unskilled labor in the Dallas territory. Texas has no minimum wage law. Vocational training is taught in the public schools. Due to the diversity of industry in Dallas, the city does not run the risk of industrial tie-up and consequent depression that might come to a city dominated by a single industry.

#### Libraries:

Dallas has two public libraries, the main library being in the downtown district with a branch in Oak Cliff. These libraries have 67,000 volumes, 40,000 registered borrowers and a circulation of 300,000 annually.

#### Music and Art:

Dallas has a true appreciation of music and all the finer arts. Foremost musical attractions of the Nation receive hearty patronage here and draw visitors from a wide radius. Dallas' advantages for the study of music and other fine arts are unexcelled in the Southwest. An exhibit of the work of famous artists, including many excellent entries from Texas, is held here each year under the auspices of the Dallas Art Association, and an art exhibit is maintained the year around at the Fine Arts Building at Fair Park. Dallas is a complete market for musical goods, figures from the Dallas Music Industries Association showing the annual distribution in this line to exceed \$10,000,000.

#### Manufacturing:

The 1919 Federal census showed Dallas leading all Texas cities in number of factories and value of product, the 457 factories producing \$93,650,000 worth of good. The census considered only factories within the incorporated limits, which were 23 square miles, and the manufacturing total for the entire Dallas industrial district reached approximately \$115,000,000 for 1919. The Manufacturers' Department of the Chamber of Commerce is active in the interest of Dallas manufacturers. Dallas makes nearly one-half of the cotton gins of the world and also leads the world in the manufacture of saddlery harness and leather goods. Among other leading lines of manufacturing are: Petroleum products, cotton seed products, iron and steel prod-

ucts, cement, clothing, flour and mixed feeds, bakers products, furniture, packinghouse products, paint, building material and planing mill products, cigars, candy, oil field supplies, soap, brass products, mattresses, trunks, sporting goods, wood and paper boxes, building and wrapping paper, caskets, beverages, canned goods, engraving, printing and publishing, artificial limbs, architectural cement stone, bags, automobile accessories, envelopes, ice, ice cream, jewelry, tents and awnings, sheet metal and wire, tools, showcases, toys, etc. A diversified list of raw materials in the territory is indicated by the wide range of manufacturing in Dallas. Until a few years ago manufacturing had been largely overlooked in Texas, although this State is the greatest producer of raw materials in the Nation. Dallas is now completing its second large cotton mill. It added 88 new factories in 1922. With the general tendency over the Nation toward placing factories nearer the raw material centers, the Southwest, the fastest grow-

cient, economical service since its inauguration some 19 years ago.

#### Newspapers and Publications:

Dallas is the second largest publication center of the South, publishing 72 newspapers, magazines and periodicals. Dallas' daily newspapers are The Dallas Morning News, The Times-Herald, Dallas Journal and Dallas Dispatch.

#### Oil Center:

More than one-half of the oil of the United States is produced within easy over-night travel of Dallas. This city is Southwestern headquarters for many of the largest oil companies. Dallas has five petroleum refineries and is a center for the manufacture and distribution of oil field machinery and supplies. The Central Texas oil field extends to within 70 miles of Dallas.

#### Organization Headquarters:

Among State or district organizations with headquarters at Dallas are: Texas Cotton Seed Crushers' Association, Texas Cotton Ginners' Association, Texas Farm Bureau Federation, American Cotton Growers' Exchange, Texas Division Mid-Continent Oil and Gas Association, Texas Chamber of Commerce, Texas Industrial Congress, American Legion, State Poultry Association, North Texas Life Underwriters, Texas Hardware and Implement Dealers' Association, North Texas Wholesale Grocers' Association, Texas Bankers' Association.

#### Parks and Recreation:

Dallas has 3,800 acres in public park property and playgrounds, including 30 parks within the city limits, many conveniently located with reference to industrial workers. Free motion picture shows and band concerts are given in the parks. Dallas has 30 free baseball diamonds, 28 tennis courts, 10 wading pools for children, as well as a municipal bathing pool with 3,000,000 gallons capacity, athletic fields and polo grounds. Included in the park property is White Rock, with 2,200 acres, where one of the city's reservoirs covers 1,600 acres. Splendid camp and picnic sites and excellent boating and fishing are offered here as well as at Bachman's reservoir and other city water supply projects. The city's zoo in Oak Cliff ranks well with those of many cities much larger than Dallas. Dallas has an 18-hole municipal course and five country clubs, four with 18-hole golf courses. Southern Methodist University has a 9-hole course, giving the city six golf courses. Dallas is a member of the Texas League, Class A baseball, and the team's ball park, seating nearly 10,000, is one of the finest in the minor leagues. There are several excellent privately-owned swimming pools in Dallas available to the public.

#### Police Protection:

Dallas has a well organized and efficient police department, with some 225 men in its various branches.

#### Population:

The 1920 Federal census gave Dallas a population of 158,976 within its incorporated limits, which were 23 square miles at that time. This was

### Dallas Leads South In Telephones

The new fall and winter directory of the Dallas Telephone Company shows 46,168 stations, which is the greatest number for any Southern city, according to the Texas Public Service Information Bureau. The new directory shows a net gain of 1,600 telephones over the last directory published six months ago, this gain representing a splendid increase in the population of the city for that period. Little more than a quarter of a century ago the whole State of Texas had only a few more telephones than Amarillo has today. In number of telephones per capita, Dallas is outranked in the United States by only two cities.

ing section of the United States, may look for many more factories to handle its vast resources of such raw materials as cotton, corn, wheat, oats, rice, sugar cane, fruits and vegetables, hogs, sheep, cattle, dairy and poultry products, timber, coal, lignite and natural gas, petroleum and many other minerals. Dallas has marked advantages as to labor, working conditions, power, transportation, accessibility to raw materials and marketing of products and undoubtedly will be developed into one of the Nation's most important industrial centers.

#### Municipal Government:

Dallas has the commission form of Government, with a Mayor and the following four Commissioners: Commissioner of Finance, of Water and Sewerage, of Streets and Public Property, of Police and Fire. This form of Government has given effi-



an increase of 72.6% in ten years. According to the Federal census Dallas has jumped from 86th to 42nd city in population rank in two decades and granted the same rate of growth for Dallas and all larger cities, the 1930 census will show Dallas as the 31st city of the Nation. The City Directory gave Greater Dallas, roughly a 6-mile radius, a population of 215,498 at the beginning of 1923. Including its immediate suburbs, Dallas is the largest city of the Southwest.

#### Retail Business:

Dallas is the ranking retail trade center of the Southwest, with an annual retail business that has reached \$250,000,000. Dallas has more than 3,000 retail establishments, employing some 20,000 at an annual payroll of around \$30,000,000. For completeness and quality the Dallas retail market ranks well with cities many times the size of Dallas. Even from beyond the "Magic Circle"—a 100 mile radius from Dallas wherein dwell 2,000,000 people—many residents of the Southwest visit the Dallas retail market, as in cases where particular housewives desire to choose certain furnishings for new homes, etc. The slogan of the Retail Merchants' Department of the Chamber is: "Dallas, Center of a Million Satisfied Shoppers."

#### Sewerage System:

Dallas has 310 miles of sewer. The modern Imhoff disposal system is used and the total cost to date of the sewerage and disposal plant is around \$1,700,000.

#### Streets:

Dallas leads all Texas cities in the matter of paved streets. Of its 411 miles of streets, more than 200 miles are paved. The city has more than 450 miles of sidewalk. Dallas' streets as a rule are straight, wide and well planned to furnish direct access to all sections. Several residential streets have central parking and beautiful shade trees line almost all thoroughfares. The Dallas-Oak Cliff viaduct, 5,840 feet in length, is said to be the longest concrete viaduct in the world.

#### Street Railway System:

Dallas has a splendid, modern street railway system, rendering excellent service. It has 110 miles of trackage, with practically no section further than five blocks from a car line, save in some of the new additions. The fare is 6c. The railway system carried 64,760,122 passengers in 1922.

#### State Fair of Texas:

Dallas is the home of the State Fair of Texas, which for several decades has been one of the greatest agencies in the development of the entire Southwest. It is the largest annual fair in the Nation, with an attendance that has almost reached the 1,000,000 mark. Buildings and grounds are valued at nearly \$3,000,000. The Fair has the largest athletic stadium in the Southwest, 500x365 feet, with a seating capacity of 15,000.

#### Telegraph, Telephone, Radio:

Dallas is headquarters for tele-

graph and telephone systems of the Southwest. It has more miles of direct service telegraph lines than any other Southwestern city and has the third largest telegraph office in the Nation. More than 200 long distance telephone circuits lead out of the city, and Dallas has the largest toll office south of Chicago. With more than 1,000,000 long distance calls handled annually, strong evidence is offered as to the volume of business transacted at Dallas. Dallas has more than 46,000 telephones and ranking third among American cities in telephones per capita. Dallas has three radio broadcasting stations, with WFAA, operated by the Dallas News and Dallas Journal, having been heard clearly by ships far at sea on the Pacific and Atlantic oceans. It is a 500-watt Class B station of which there are forty in the Nation.

#### Trade Territory:

(a) Production—The Southwest, embracing Texas, Oklahoma, and most of Arkansas and Louisiana, of which Dallas is the geographical center as well as financial capital and leading market, produces nearly \$5,000,000,000 worth of new wealth annually. This means about \$500 worth of new wealth per capita. The new wealth comprises agricultural products, live stock, lumber, oil, gas, coal, other minerals and manufactured products. Texas produces nearly one-fifth of the cotton of the world. For several years Texas has led the Nation in agricultural production, although only one-fourth of its available tillable land is in cultivation. More or less the same condition prevails throughout the remainder of the Southwest, indicating the vast productive resources of the territory when more of its raw land is brought under the plow.

(b) Population—Within a 100-mile radius of Dallas the population is 2,000,000; within a 50-mile

radius, 800,000, and within 24-hour train service from Dallas dwell 10,000,000 people. The 1920 Federal census gave Texas a population of 4,663,228, an increase of 19.7% in 10 years. If Texas were as thickly populated as Massachusetts it could accommodate the entire population of the Nation. In the Southwest 72% of the population is rural as compared with 48.6% for the Nation as a whole.

(c) Mexico—Dallas is one of the principal gateways to commerce with Mexico. Comprehensive exhibits have been placed at the State Fair at Dallas for a number of years and the Mexican Government carries a permanent exhibit of Mexican goods and raw materials at Dallas under the supervision of the Mexican Consulate. For many years Dallas has enjoyed a good trade with Mexico. Dallas merchants possess the confidence and goodwill of Mexico through long years of fair dealing and they understand what class of goods that rapidly developing country needs and what methods they prefer in transacting business.

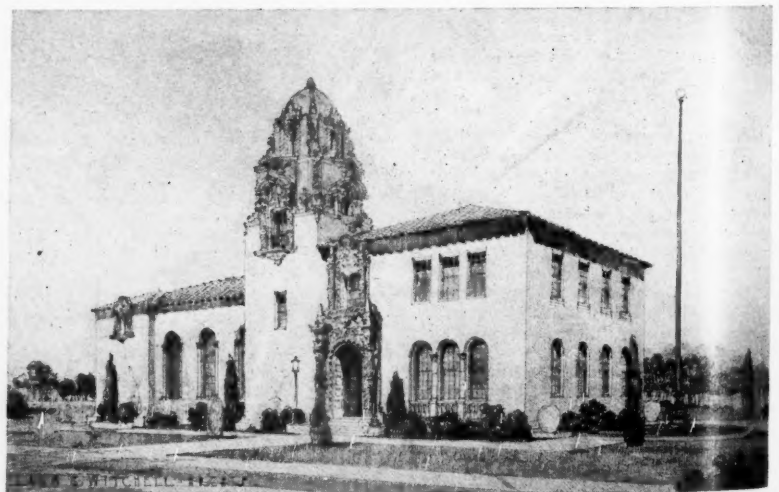
#### Transportation:

(a) Steam. The following eight trunk line steam railroads and their subsidiaries serve Dallas:

Atchison, Topeka & Santa Fe; Rock Island; Frisco; Southern Pacific; Houston & Texas Central; Texas & Pacific; St. Louis Southwestern; Missouri, Kansas & Texas. The M. K. & T. and the T. & P. have general offices for this district at Dallas. Dallas has 86 passenger trains daily in and out of its \$6,500,000 Union Terminal Station. Dallas has 31 "off line" railway offices as well as offices for a number of steamship companies.

(b) Electric—Dallas is the leading interurban center of the Southwest, with five electric lines operating 222 trains daily in and out of the

## PLAN FOR HIGHLAND PARK'S CITY HALL AND COMMUNITY HOUSE



The proposed Municipal Building and Community House to be erected on city property adjoining the fire station. Citizens of Highland Park on July 28th voted a bond issue of \$65,000 for this purpose.



\$1,000,000 Interurban Station. Interurban mileage represented by the lines is 313 miles, and the five lines radiate through the most populous and fertile portions of North Texas. Dallas has 20 rail outlets, either steam or electric lines, giving the city excellent facilities from a transportation standpoint. Dallas' steam lines operate 155 package cars, giving our city a marked advantage as a distribution center. Dallas ranks first among all cities of the Nation in express business per capita and fourteenth in total volume of business. The Southwestern headquarters for the American Railway Company are at Dallas. The freight, express and parcel post business handled over steam and electric lines in and out of Dallas amounts to approximately 6,000,000,000 pounds annually.

#### Water Supply:

(a) **Artesian**—Dallas' water department is municipally owned and the supply is from two sources, artesian and surface. Water-bearing sand strata under the city are as follows: Woodbine and Paluxy at 800 and 1,600 feet, respectively, a never failing supply of water, temperature 80 to 90 degrees, coming to within 100 to 200 feet of the surface from these two strata; Glen Rose at 1,900 feet, strong flow, 102 degrees, but charged with mineral and unfit for boilers or domestic purposes; Trinity sands at 2,500 feet, flowing from 300,000 to 1,000,000 gallons in 24 hours, temperature 106 to 109 degrees, remarkably pure water that does not scale or foam in boilers. Nearly all larger consumers have their individual wells. Artesian wells at Dallas have been in use for 35 years and the supply is unfailing.

(b) **Surface**—Dallas has four reservoirs on branches of the Trinity River with a total storage capacity of 1,500,000,000 gallons. In addition to these dams, White Rock Reservoir has a storage capacity of 5,700,000,000 gallons, meaning a total supply from surface reservoirs alone of 7,200,000,000 gallons, as compared with an annual consumption somewhat in excess of 3,000,000,000 gallons. With a view to caring for the needs of a population of 500,000, Dallas has voted a \$5,000,000 bond issue for an additional water supply and engineers are at work on preliminary investigations.

(c) **Water Rate**—The water rate is from 20 to 30c a thousand gallons, varying with amount used. Dallas has 310 miles of water mains. On Jan. 1, 1923, Dallas had 38,233 metered water connections, as compared with 34,260 the preceding year. There is an 80-pound static water pressure in the main business district.

#### Wholesale and Jobbing:

Dallas ranks among the first 15 jobbing centers of the Nation. Its wholesale business is nearly \$600,000,000 annually. Dallas leads the world in the distribution of cotton gins, cotton seed products, saddlery, harness and leather goods, and is the world's third largest distributing point for farm implements and machinery. For a number of years Dallas has ranked as one of the Nation's

## Recognition of Mexico Brings Rejoicing



COGNITION of Mexico by the United States Government, announced August 31, was the occasion for great rejoicing in Dallas and throughout the Southwest. It was the privilege of the Dallas Chamber of Commerce to be one of the first Chambers to urge upon the U. S. Government the advisability and need of Mexican recognition. Dallas occupies a pivotal position as the "gateway to Commerce with Mexico" and keenly realized its responsibility, especially since President Alvaro Obregon and a large official delegation from Mexico visited Dallas during the State Fair a few years ago and Chamber of Commerce officials attended the inauguration of President Obregon and were royally treated. The Mexican Government has had splendid exhibits at the State Fair over a period of years and an exchange of visits between Dallas and Mexican officials has further strengthened our admiration, respect and friendship for Mexico.

Telegrams expressing mutual felicitation were sent by the Dallas Chamber to President Obregon and the Confederation of Chambers of Commerce of Mexico. Messages in similar tone were also sent by Mayor Louis Blaylock, President H. A. Olmsted of the State Fair and others. President Frank M. Smith of the Chamber, as well as other Dallas business men and officials, included messages in a radio program honoring Mexico, carried out Sept. 2 by the Dallas News and the Dallas Journal.

It is estimated by S. Barrera-Guerra, local Mexican Consul, that

leading jobbing centers for plate glass, paint, wall paper and building materials. Among other lines of distribution in which Dallas leads the Southwest are: Dry goods, automobiles and related lines, paper, drugs, office supplies, musical goods, heavy hardware, oil field tanks, jewelry and optical goods, motion picture films and supplies, sporting goods, soda fountains and supplies, electrical goods, telephone equipment, groceries, bakery products, furniture, books and magazines, typewriters, printing equipment, bagging and ties, barber's supplies, photographic goods and several other lines.

There are more than 500 wholesale concerns in Dallas carrying stocks and 3,000 traveling salesmen make this city their headquarters. The Wholesale Merchants' Department of the Chamber of Commerce handles an arrangement whereby visiting retailers are refunded their railroad fare upon the purchase of goods in certain amounts. Dallas offers a complete market; quicker deliveries and lower freights to the Southwest than Northern markets can promise; a convenient market which fits in well with the present policy of buying often and in small amounts.

Dallas will do an export business with Mexico totaling \$26,000,000 during the next twelve months and that imports from Mexico to Dallas will be vastly increased as a result of the recognition. He believes Dallas-Mexico business will show a 100% increase.

Unquestionably many Dallas firms not now exporting to Mexico will desire to investigate this step and the Dallas Chamber of Commerce would be glad to assist them. The Chamber has Mexico mailing lists of value and other necessary information.

"The recognition of Mexico is the best piece of news that has been received in Dallas in a long, long time," said President Frank M. Smith of the Chamber of Commerce. "While it will mean a financial advantage to Dallas of enormous importance, still at the moment the Chamber rejoices simply because the splendid efforts of President Obregon and the Mexican Government demand recognition. Dallas people have made many lasting friendships in Mexico and we rejoice that the efforts of our good friends have received merited recognition."

## Mexican Independence to be Celebrated

Dallas' Mexican population will celebrate on September 15 and 16 the anniversary of the independence of Mexico, this period corresponding to the 4th of July in the United States. An elaborate program is being worked out under the direction of Mexican Consul S. Barrera-Guerra. A survey made recently by the Mexican Consulate showed a Mexican population in Dallas of 5,000.

The following telegram has been received by the Chamber of Commerce from President Obregon of Mexico:

"I beg to convey to you my most sincere thanks for the sentiment expressed in your telegram and ardently hope that in the future the most complete harmony may reign between our two countries, for the benefit of the people of both Nations. To the honorable Chamber of Commerce and citizens of Dallas, who were the first to urge upon your Government justice towards Mexico, I send a most cordial salutation in the name of all my countrymen."

## Mexico Products to Be On Permanent Display

S. Barrera-Guerra, 2000 St. Paul street, Mexican Consul at Dallas, is receiving shipments of Mexican manufactured goods and raw materials which will be shown in a permanent display in the downtown district when a sufficient volume has arrived. The purpose of the display is to show the merchants of Dallas the value of Mexico as a market and also to develop a market for Mexican goods and raw materials here. The Mexican Consul will also assist in arranging the display of Mexican goods at the State Fair.



# Dallas to Have Another Big Skyscraper

**D**ALLAS is to secure another skyscraper in the announcement that the Republic National Bank and Wirt Davis and Percy Davis will erect an eighteen-story building at Main Street and Exchange Place, to be known as the Republic Building. Tenants in the Scollard Building and the 50-foot building adjoining on the west have been notified to vacate by Nov. 1, when the building will be razed, and work on the new structure, 97x100 feet, will start about Dec. 1 with a view of having it completed within a year.

Wirt Davis, owner of the Scollard Building, Percy Davis, owner of the adjoining twenty-five feet on the west, Leslie Waggoner and the Republic National Bank have pooled their interests and acquired another twenty-five feet of property adjoining the present Republic Bank Building on the east, purchasing it from Cunningham & Gibson of Los Angeles for \$130,000. These tracts comprise the site of the new structure, which is estimated to cost between \$1,500,000 and \$2,000,000.

Coincident with the announcement came the news that the Republic National Bank will increase its capital stock from \$1,000,000 to \$1,500,000, which will make the combined capital stock of Dallas' thirteen National or State banks \$11,650,000. Also the formation of the Republic Trust & Savings Bank, with a capital of \$500,000 and surplus of \$50,000, was announced. Wirt Davis, president of the Texas Farm Mortgage Company, will be president of the new institution, with W. O. Conner, chairman of the board. It will open for business Nov. 1.

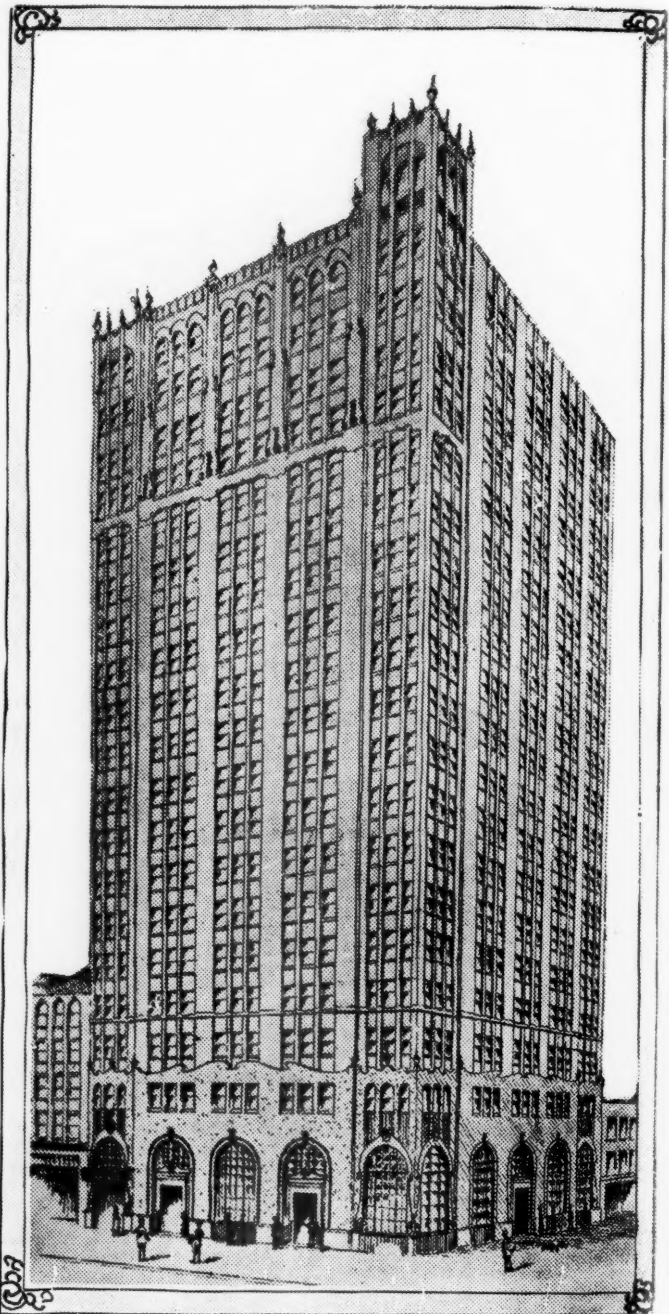
"The need of a large trust company affiliated with some large national bank has been apparent in Dallas for a long time," said W. O. Connor, president of the Republic National. "Since Wirt Davis and his associates have had under consideration the organization of such an institution and, by their ownership of a large part of the acquired property, we found it possible both to create this trust company and to solve our problem of providing more space for our bank."

The new building will house in the basement, first floor and mezzanine floors the quarters of the Republic National Bank and the new trust organization. The Republic National Bank was organized early in 1920 as the Guaranty Bank & Trust Company, later changing to its present name, and its growth has been phenomenal.

## Gain in Postal Receipts

Postmaster John W. Philp has announced that the July postal receipts for Dallas totaled \$187,794, an increase of \$5,505 over July, 1922, and that this total was \$7,675 more than the combined postal receipts for Houston and San Antonio for July.

## New Home of Republic Bank



When the eighteen-story Republic building is completed it will resemble the accompanying architect's sketch. The basement, first floor and mezzanine will house the banking quarters of the Republic National Bank and the Republic Trust and Savings Bank, a new institution.



## Buildings in the Famous Dallas Skyline



**D**ALLAS, claimed by a writer in Collier's Weekly a few years ago to have a skyline outranked in impressiveness only by that of New York, now has 100 buildings from 5 to 29 stories in height, with seven more above five stories under construction and a number of other skyscrapers announced, according to a survey made by O. M. Crenshaw, secretary of the Dallas Real Estate Board.

In the Praetorian Building, 15 stories, started in 1904 and completed in the spring of 1908, Dallas can claim the first building of real skyscraper proportions in the Southwest. When the Linz Building, 7 stories, was erected in 1899 it was regarded as a skyscraper and visitors frequented it to view our city from its top. The Linz Building and similar structures are now but substantial commercial edifices of average size when compared with the 402-foot, 29-story Magnolia Building.

More than a dozen of the buildings 5 or more stories in height have been added since building restrictions were removed following the war. During this period Dallas has erected more than \$4,000,000 worth of theaters. Building permits in Greater Dallas over this period are approximately \$80,000,000.

The seven buildings 5 or more stories in height now under construction will represent an investment of more than \$2,500,000. These are the Dallas Athletic Club, Higginbotham-Bailey-Logan Company addition, Brown Cracker & Candy Company addition, Mike H. Thomas Building, Dallas Sanitarium, Lyons-Parsons Building and the Oak Cliff apartment hotel.

Among skyscrapers upon which it has been definitely announced work will start this year are the 18-story Republic Bank Building and the 19-story Santa Fe Building, the latter with four 10-story warehouse units.

Dallas has in the recently completed 365-foot chimney of the Dallas Power & Light Company the tallest concrete chimney in the world.

Following is the list of completed structures ranging from 5 to 29 stories in height, as shown by Mr. Crenshaw:

### List of Buildings

Five-Story—Southern Implement Supply, Courthouse, Southern Plow, Baron Brothers, Emerson-Brantingham, Davis Hat, Y. M. C. A., Fulton Bag and Cotton Mills, Campbell Hotel, Municipal Building, Munger Automobile, Colored Pythian Temple, Dallas Coffin, Hughes Brothers, Federal Glass and Paint, Moline Plow, J. W. Crowder, Epps G. Knight, Majestic Theater, Standard Sanitary, W. A. Green, Simpson-Whiteman, Chamber of Commerce, Padgett Brothers,



**B**UILDING permits for Dallas for the first eight months of the year total \$15,662,112, according to City Building Inspector D. C. McCord. Permits for August amounted to \$1,810,082, including \$70,950 for 60 houses in Freemont addition and \$719,200 worth of permits granted in Highland Park. Building permits granted in Greater Dallas for all of last year were \$20,622,000, and the indications are that this year's record will be even better.

Building permits for Dallas since Jan. 1, 1919, now total \$79,335,057. This enormous building program gives Dallas the rank of second city in the Nation in per capita building valuation for the period, and the rank of about 18th in total building construction over the period. Dallas is well in the lead of other Texas cities in building permits.

Plans have been completed by Clarence C. Bulger for the remodeling

Texas Paper, Republic National Bank, Lamson Company, St. Mary's College, Oak Lawn Inn, Baylor Hospital, Y. W. C. A., St. Paul Sanitarium, City Temple, Southern Methodist University, University of Dallas, Gould Building.

Six-Story—Dorsey Company, Scolard, Waldorf Hotel, Sanger Brothers (wholesale), North Texas, Oriental, Melba Theater, Rodgers-Myers, Deere Building, General Electric, Federal Reserve Bank, Doggett Building, Park Hotel, Western Union, Good-year Tire, Tenison Brothers, B. F. Avery, Interstate Forwarding Company.

Seven-Story—Southern Rock Island Plow, John Deere Plow, Katy Building, Slaughter, Linz and Cotton Exchange.

Eight-Story—Criminal Courts, Trust Building, Sanger Realty, Sanger Department Store, St. George Hotel Annex, Southland Hotel, Wilson Building, Central State Bank, Schoellkopf Building, Higginbotham-Bailey-Logan, Interurban, Butler Brothers.

Nine-Story—Sears-Roebuck & Co.

Ten-Story—United Fidelity Life Insurance and Southland Life Insurance.

Eleven-Story—Insurance Building, Perkins Dry Goods and Stoneleigh Court.

Twelve-Story—Mercantile Bank and Trust, Western Indemnity, Wilson Building Annex, Jefferson Hotel.

Thirteen-Story—Adolphus Hotel Annex.

Fifteen-Story—Praetorian Building.

Seventeen-Story—American Exchange Bank.

Eighteen-Story—Medical Arts, Adolphus Hotel, Kirby Building and Southwestern Life Insurance.

Twenty-Nine Story—Magnolia Building.

## Dallas Building Permits Pass \$15,000,000 Mark

of the Central Christian Church at Patterson and St. Paul Streets, the total cost of the improvements being around \$50,000.

Contract has been let to the Hughes-O'Rourke Construction Company for the erection of a three-story brick and concrete building at Peak and Bryan Streets for V. J. Brannon. The building will cost \$60,000 exclusive of equipment. It will be chiefly used by the Brannon Dyeing and Cleaning Works and about \$50,000 will be expended for new machinery by the firm.

Hampton Terrace, named after Miss Hope Hampton, Texas movie star, is the name of a new residential addition in South Oak Cliff which will be put on the market shortly by Col. S. E. Moss and J. Waddy Tate.

The Dallas Power & Light Company is erecting a three-story brick building at 444 Tuttle Street, costing \$47,500, which will be used as a substation in the electric system of Dallas.

Montie E. Williams is erecting a two-story business building at Bishop and Nueces Streets at a cost of \$45,000.

J. A. Pitzinger is in charge of plans for a \$25,000 two-story brick building at St. Paul and Jackson Streets, to be erected for W. T. and C. C. Doyle.

The trustees of the Love Field Industrial District have filed a new plat of the western part of the Love Field property and designated the portion lying northwest of Gilbert Avenue and east of the Maple Avenue road as a business district. Already they have sold about twenty-five lots in this section for the erection of store buildings.

A leading Dallas financial concern has estimated that the commercial value of real estate in Greater Dallas is \$600,000,000.

A. A. Jackson will erect a \$50,000 building at the corner of Elm and Lamar Streets upon the completion of the widening of North Lamar Street, now under way.

## New Magazine Launched

"Home Life" is the title of a new monthly magazine for Dallas, the first copy of which was issued in September. It is issued by the Home Life Publishing Company, 301-2 Magnolia Building. Jonas A. Rosenfield is editor, Myra Oliver Haltom, associate editor; James R. Wallace, business manager, and Carolyn U. Rosenfield, advertising manager. A feature article in the first issue is on "Home Life in Texas in 1875," by Bishop Alexander C. Garrett.





NEW CHAMBER OF COMMERCE HOME  
"Powerhouse of the Famous Dallas Spirit"

## Dallas

Official Organ of the Chamber of Commerce, published monthly in the interests of Dallas

Z. E. BLACK, EDITOR  
M. L. BOHAN, ADV. MGR.

Vol. 2 September, 1923 No. 9

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## Make More Friends for Dallas

Several of the younger members of the Chamber of Commerce, whose families have been out of town during the summer, have been performing valuable service in the interest of Dallas, the Chamber learns. In taking their meals downtown they would meet in the various hotel lobbies strangers in the city, oftentimes representatives of strong Northern concerns. Such men were lonesome, particularly on Sundays, and greatly appreciative of any courtesies shown them. In a number of instances the Dallasites took the visitors for motor trips of inspection over the city, to country clubs, etc. Not only did the Dallas men thus form interesting new acquaintances but they made 100 per cent friends for Dallas. Fine! Let's increase Dallas' reputation as a "Friendly City."

## "Stay in School" Campaign Now Under Way

Using the slogan "Stay in School Now—Dallas Will Need You Later," the Dallas Rotary Club has issued and mailed a pamphlet to all graduates of city and county grade schools. This campaign to get the grade school graduates to continue their education is being handled by Group 16 of the Rotary Club, Dr. Curtice Rosser, chairman, and the pamphlet is but one phase of the general campaign. The radio, the moving picture theaters and the newspapers are being used and Back to School programs are being held at all luncheon clubs the week of Sept. 2-9. The booklet describes in detail the excellent educational facilities of Dallas and offers some gripping statistics as to the value of an education. The Go-to-School campaign was first conducted by the noonday luncheon clubs of Dallas two years ago.

## Offer Love Field Site for Mail Service

A splendid tract of land at Love Field has been offered to the Government for use as a landing field and terminal for this district for the trans-continental mail service which the Government is organizing. Following a conference between officials of the City, the Chamber of Commerce and the Love Field Industrial District, data showing the advantages of Dallas as the Southwestern terminal were sent to the United States Air Service.

"Golfing adds to a man's physical assets. It also increases his liabilities."

## Mann Has Praise for Dallas Market Season

THE market season in Dallas with the educational features provided by the jobbers and manufacturers for the benefit of the buyers of the Southwest is one of the outstanding events in America," it was declared by Fred P. Mann, merchant who does a \$600,000 a year business in Devil's Lake, N. D., a town of 5,000, and who is also a director of the United States Chamber of Commerce, at a general membership meeting of the Chamber Aug. 9. Fully 600 retailers, manufacturers, salesmen and visiting Chamber of Commerce secretaries attended the luncheon, which was under the auspices of Group No. 1 of the Manufacturers' Department of the Chamber. The Salesmanship Club courteously gave over their program, meeting with the Chamber instead.

"Dallas is unquestionably one of the best known cities of the Nation," said Mr. Mann. "I know of no city where there is a more splendid spirit of co-operation. Every one in Dallas believes in Dallas and the Southwest and backs his belief by working toward still greater advancements."

Advertising was given by Mr. Mann as the cornerstone of business success. He gave a most helpful talk of various methods used by his concern. Mr. Mann was in Dallas for a series of addresses before the various retail merchants' institutes held in connection with the fall buying season of the wholesale market. Addresses were made by Frank E. Moran, president of the Salesmanship Club, A. J. Giesenberg, chairman of Group No. 1 of the Manufacturers' Department and President Frank M. Smith of the Chamber.

Incident to the general program, General Manager Charles Saville of the Chamber, told of the work of the Community Chest Committee of the Chamber, and this elicited a spontaneous and hearty round of applause. From various parts of the house came such remarks as: "Just what Dallas needs;" "The people of Dallas want a community chest," etc.

Development of closer confidence between the farmers and the business men of the smaller cities and towns is paramount in the future development of the Southwest, Mr. Mann told the conference of about 25 Chamber secretaries from various Texas towns at the Chamber auditorium following the luncheon. The secretaries had been invited by the Dallas Chamber for a round-table discussion with Mr. Mann. Helpful suggestions as to many mutual problems resulted.

### ADVERTISE

"He who has a thing to sell  
And goes and whispers in a well  
Is not so apt to get the dollars  
As he who climbs a tree and hollers."

—General Electric Co.'s "Current News."



## From the Mail Bag of the Chamber of Commerce

The Chamber is in receipt of a letter from R. G. Soper, secretary of the Dallas Gas Company, enclosing the following communication from Kenneth S. May of Arthur Perry & Co., investment bond house, Boston, Mass.:

"Dear Mr. Soper: I much appreciated receiving from you the July issue of 'Dallas,' published by the Chamber of Commerce. I was particularly interested in the cover of this magazine, which was gotten up in a most attractive manner. The progressive spirit indicated in the preparation of this magazine, and also in all matters pertaining to the development of Dallas, certainly presages great things for your city. We would like to keep in close touch with what is going on there and would much appreciate it if you can arrange to have the magazine sent us regularly."

The Chamber also has received the following letter from J. Dabney Day, president of the Citizens' National Bank, Los Angeles, formerly vice president of the City National Bank, Dallas:

"I wish to thank you for your kindness in sending me your monthly magazine 'Dallas.' I read with interest the various copies and am pleased to note the progress Dallas is making. There is no agency of greater value to Dallas on her onward march than the splendid work being done by the Chamber of Commerce."

## Must Join Chamber in Japan

Membership in the various chambers of commerce in Japan is not a matter of choice, but is compulsory if a firm pays an income tax of more than \$50, according to Shintar Yoda, an executive of the Tokio Chamber of Commerce, who is touring the United States. The dues in Japan, according to Yoda, instead of being on a set stable basis, are predicated also on the income tax, each individual or firm paying a membership fee of two and one-half per cent of the amount he or his firm pays in income tax.

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214 BROWDER ST. DALLAS



# Special Days at State Fair



WITHIN little more than a month the great State Fair of Texas, Oct. 13-28, will be under way and a schedule of reduced rates has been announced by railroads. From points 150 miles and under from Dallas the rate will be one and one-third; from points 150 to 167 miles from Dallas the rate will be \$7.20 for the round trip, and from points at greater distances than 167 miles from Dallas the rate will be one and one-fifth fares.

The Dallas Automotive Trades Association has named Frank Stevenson as chairman of the show committee at the Fair. The automobile show at the Dallas Fair each year is considered one of the foremost of its kind in the Nation, and it is believed more cars will be on display this year than ever before. The Manufacturers' Department of the Chamber of Commerce is planning a record exhibit of made-in-Dallas goods. The auto show and the manufacturers' exhibit are held in the new Automobile and Manufacturers' Exhibit Building, 185x500 feet in dimensions.

So large and varied will be the various features at the Fair this year that it is impossible in limited space to list all of them. One of the outstanding features will be the seven days of horse racing. Up until Sept. 1st the following announcements as to special days had been made:

## SPECIAL DAYS AT THE FAIR

Saturday, Oct. 13—Opening Day: A. & M. College vs. Sewanee at football in the Stadium; Music Day; racing features, "The Inaugural" and Jefferson Hotel Purse.

Monday, Oct. 15—Press Day; Old Time Telegraphers' Day; Manufacturers' and Wholesale Merchant's Day. Editors from all over Texas will be guests of the Fair. St George Hotel Purse" the race feature. Cattle Judging begins.

Tuesday, Oct. 16—Dallas Day; Texas Drugists Day; Boy's Club encampment opens; beef cattle, hogs, sheep and goats judged; "The Cotton S'akes" the race feature, at \$2,000.

Wednesday, Oct. 17—Cattlemen's and Fine Arts Day; third day of Cattle judging; "Waldorf Hotel Purse" racing feature.

Thursday, Oct. 18—Hunt County Day; Texas Swine Breeders; Oil Men; Texas Beekeepers; Texas Jersey Cattle Club Day; Jerseys judged; "Pa'ace-Majestic Handicap" racing feature.

Friday, Oct. 19—Children's Day; horses judged in livestock department; full racing card of six events.

Saturday, Oct. 20—Traveling Men's Day; West Texas Chamber of Commerce Day; Poultrymen's Day; Mary Sharpe College Day; Mickwitz Reunion; Texas-Vanderbilt football game; "getaway day" at races, Adolphus Hotel Handicap the feature.

Sunday, Oct. 21—International Day; Spanish War Vets; Veterans of Foreign Wars; first day of rodeo.

Monday, Oct. 22—G. A. R. and Woman's Relief Corps Day; second day of rodeo; opening of Horse Show in evening before grand stand.

Tuesday, Oct. 23—Farm Bureau Day; Confederate Veterans; Texas Mothers Congress; Holstein Breeder's Day, Gov. Frank O. Lowden of Illinois attending; Girls Club encampment opens; third day of rodeo; final Horse Show in evening.

Wednesday, Oct. 24—Klan Day; Fourth Day of Rodeo.

The rodeo continues throughout the remainder of the Fair with the big feature for Saturday night, the annual "funfest."

Sunday, Oct. 28 is closing day, with all exhibits open and all amusements in operation. A nightly feature before the grand stand for the full sixteen days will be "India" the magnificent fireworks spectacle with 500 human actors and a herd of live elephants, presenting the famed Dunbar of Delhi in pyrotechnics.

## Social Welfare Conference

The Texas Conference of Social Welfare will hold its twelfth annual meeting in Wichita Falls on November 5-7. Carrie Weaver Smith, president of the Conference, announces an unusually interesting program which includes nationally known speakers. Among these are:

Miss Emma Lundberg of the Children's Bureau, Washington.

Dr. V. V. Anderson, National Committee for Mental Hygiene.

Mr. C. C. Carstens of Boston.

Mr. William Hodson, Russell Sage Foundation.

Mr. Wm. H. Parker, General Secretary, National Conference of Social Work.

Miss Margaret Carey, Child Health Organization, N. Y. City, and others.

## New Routing Circular Issued by Chamber

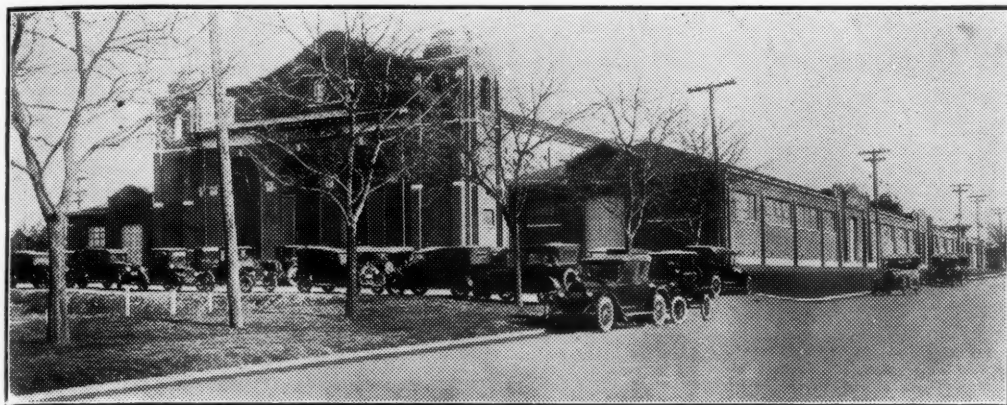
The new routing circular and rate book No. 3, issued by the Transportation department of the Dallas Chamber of Commerce, is off the press and is being distributed. This issue cancels Routing Circular No. 2 and contains many important changes in package cars which have been effected the past year. It contains routings from Dallas and days in transit from Dallas to all points in the trade territory. It also contains a table of freight rates from St. Louis, Kansas City and Memphis as well as from Dallas, to all points in Texas, and Oklahoma—valuable information in meeting competition from the points named. To insure the best possible service from Dallas, every shipper should have one of these books and should issue instructions to the shipping department that routings specified therein are to be followed faithfully. By doing this, tonnage is diverted to the lines operating package cars, insuring proper handling and prompt deliveries. The book is free to every shipper who will use it. Call the Chamber, X-5425, and ask for the Transportation Department.



## Y. W. C. A. Building Formally Opened

The new administration building of the Young Women's Christian Association, at Prather and Jackson Streets, was formally opened last month. The four-story and basement structure is one of the most completely equipped Y. W. C. A. headquarters in the Nation, in the opinion of visiting Y. W. C. A. officials. Included in the equipment are swimming pools, gymnasium, cafeteria, reading and rest rooms, auditorium, workrooms for the commercial school and summer garden.





New Automobile and Manufacturers' Exhibit Building State Fair

### Semi-Annual Dinner Held by Salesmen

"Dallas today is a complete market and it has attained this position largely because of the efforts of the 3,000 traveling salesmen with headquarters here, who have convinced the merchants of the Southwest that Dallas is not afraid of competition from any market," Gus W. Thomasson, Dallas wholesaler, said in an address before the second semi-annual meeting Aug. 17 of the Dallas Travelers, the organization of Dallas traveling salesmen. The slogan of the organization is: "Each for his own house—but all for Dallas." S. V. Gentry is president of the organization.

### Theatre Advertising Company Expands

The Pickering Theatre Advertising Company has moved from the Mercantile Bank Building into larger quarters at 1414 Young Street, and installed its own laboratory for making moving pictures and slides. W. T. Pickering is the head of the company, which is making a most rapid growth.

J. P. Laney of the Texas Power & Light Company has been appointed executive secretary of the Texas division of the Midcontinent Oil & Gas Company, with offices in Dallas, to succeed Howard Bennett, who resigned to become executive secretary of the Western Petroleum Refiners' Association.

The American Writing Machinery Company of Newark, N. J., has leased the ground floor at 1503 Commerce Street as Southwestern branch headquarters, with Henry Simler, vice-president of the company, temporarily in charge.

Former Mayor Sawnie R. Aldredge and A. B. Flanary have formed a law partnership under the firm name of Flanary & Aldredge, which became effective September 1.

Dwight P. Reordan, assistant Federal Reserve agent, has been temporarily assigned to duty at the El Paso branch of the Reserve Bank of Dallas with the title of acting assistant manager.



A PARTIAL VIEW OF THE "MAGIC PLANT" OF SUTTON, STEELE &amp; STEELE

An important addition to Dallas' manufacturing facilities is a new electric steel furnace, capacity six tons, the first of its kind in this country, which Sutton, Steele & Steele will place in operation this month at their plant at Forney Avenue, Fletcher, Peak and Curley Streets. This forward step in Southwestern manufacturing marks the first unit of a great new plant, covering several acres and made up of the most modern structures, which will take the place of the plant now in use. A special type of steel castings will be made from this furnace, filling orders largely from oil companies operating in the Southwest. The first plant of the company, then known as Sutton & Steele, was a small room at Ross and Magnolia Streets and their output consisted of dynamos and motors for isolated lighting plants in gins, oil mills and other industrial plants. Later the plant was moved to 194 North Jefferson, where a machine shop was added. In 1901 Edgar G. Steele, brother of Walter L. Steele, joined the firm, the other member being Henry M. Sutton. The present firm was incorporated in 1906 with a capital of \$50,000 and the amount has never been changed, although the plant at present represents an investment of more than \$300,000, covers three acres, and employs more than fifty skilled workmen. Among the types of machinery manufactured by the company are those used for the cleaning, separating and concentrating of ore and minerals, the cleaning of seeds, cereals, nuts, beans, peanuts and the dry cleaning of coal. Their machinery is used throughout the world and is made entirely in Dallas. Furthermore all of the separators, which have revolutionized methods of separating elements not chemically combined, are the inventions of these three Texans. In addition to machinery manufacturing, the company does machine casting on a large scale.



## 76 New Concerns



**SEVENTY-SIX** new firms entered the business or professional field in Dallas during August, according to the records of the New Industries Department. The department's record of new firms shows the following:

Abel Auto Sales Company, 705 Main St. Automobiles.

American House & Window Cleaning Co., 3115 Ross Ave. Window cleaning and janitor service.

American Parking Station, 707 Jackson St. Automobile parking.

American Rio Grande Land & Irrigation Co., 206 Southland Life Building. Rio Grande Grande Valley lands.

American Scrubbing Equipment Co., 112 N. Van Buren St. Manufacturers' agents.

American Trust Company, 212 Western Indemnity Building. Loans and investments.

American Writing Machine Co., 1503 Commerce St. Typewriters and supplies. Southwestern branch.

Dr. E. M. Ammons, 206 Marvin Building. Dentist.

Arcadia Floral Company, Fort Worth Pike. Florists.

Arcadia Garage, Fort Worth Pike. Auto repairs.

Sam Beiman Company, 1513½ Main Street. Jewelers.

C. P. Bennett & Company, 1315½ Young Street. Cotton.

Berry Hardware Company, 2904 Greenville Ave. Retail hardware.

Dr. Sherrod A. Braly, 612 Medical Arts Building. Dentist.

Campbell Insurance Agency, 839 Wilson Building. General insurance.

Cinderella Boot Shop, 1613 Main Street. Retail shoes.

City Sales & Investment Company, 208 T. & P. Building. Real estate and investments.

Ed. Cox, 215 Mercantile Bank Building. Real estate.

Dallas Insecticide Company, 5411 East Grand Ave. Exterminators.

Dallas Rubber Clearing House, 1713 Commerce St. Tires and tubes.

Dal-Tex Mattress Company, 2923 Main St. Mattress manufacturers.

Dr. Allen G. Flythe, 203 Medical Arts Building. Physician.

Ideal Bakery, 4112 Ross Ave. Bakery.

Jack & Fred's Wichita Service Garage, 1603 Marilla Street. Auto and truck repairs.

Sam Jackson's Grocery, 3218 Knox St. Retail Groceries.

J. W. Johnson Lumber Company, 1206 S. Beckley Ave., Trinity Heights. Retail lumber.

Jopling-Marshall Construction Co., 522 Slaughter Building. General contractors.

Ferd. P. Kaiser Publishing Co., 311 Southwestern Life Bldg. Publishers of History of Texas.

J. R. Kelley, 802 S. Alabama St. Plumber.

Kessler Highlands Development Company, Magnolia Building. Chartered \$100,000 authorized capital. Subdivision development.

Lacy-Moss Company, 708 Wilson Building. Real estate.

W. J. Langran & Company, 1330½ Commerce St. Cotton.

Lucas & Connor No. 2, 5424 Tremont St. Groceries.

Mack-International Motor Truck Corporation, which has maintained service station here for several years, has announced removal of Southwestern factory branch from Fort Worth to Dallas and has leased building which will be erected at South Ervay and Hickory Street. C. E. Craddock is manager.

Majestic Motor Company, 2519 Main St. Automobiles.

M. L. Martin, 2006½ Commerce St. Manufacturers Agent, automobile accessories.

Miller Dry Goods Company, 1102 Corinth St. Retail.

A. C. Musgrove, 1400 Young St. Cotton.

Novelty Millinery Shop, 623 E. 10th St. Oak Cliff. Retail millinery.

Oak Lawn Theatre, 2916 Oak Lawn Ave. Moving pictures.

The Odce Company, 914½ Main St. Legal office supplies.

O'Neill, Sharp & Company, Praetorian Building. Investment securities. Organized by J. R. Sharp and Donald O'Neill, to succeed Southwestern office of Sidney Spitzer & Co.

Paige-Jewett Company of Texas, 2925 Commerce St. C. M. Welch, manager. Texas factory branch for distribution of Paige and Jewett cars.

Perfect System Bakery, 113 N. Carroll Ave. Bakery.

Dr. W. F. Pickett, 201 Medical Arts Building. Physician.

Reed & Gilbert, 413 North Texas Building. Attorneys.

L. T. Robertson, 1318 W. Davis St., Oak Cliff. Groceries.

Robin Goodfellow Tea Shop, 2920 Maple Ave. Restaurant.

John L. Robinson & Co., 1400½ Young St. Cotton.

Ross Avenue Ignition Service, 3505 Ross Ave. Automobile repairs.

The Seagrave Company, 501 Praetorian Building. Fire extinguishers.

Dr. E. C. Schulze, 1502 Medical Art Building. Physician.

Smith, Stiles & Company, 106½ Field St. Cotton.

Southern Theatrical Corporation, Republic Bank Building. Chartered with \$100,000 capital by J. H. Yeargan Jr., Lafayette Fitzhugh and R. T. Meador. Building theater on N. St. Paul St. for legitimate drama.

Stamford Cotton & Produce Co, 1419½ Commerce St. Cotton.

Standard Testing & Engineering Co., 922 W. Jefferson Ave. Engineers.

Stoneleigh Grocery & Market, 2920 Maple Ave. Groceries.

Stone Press Shop, 1311 W. Davis St., Oak Cliff. Tailors.

Superior Drug Store, 1100 Corinth St. Retail drugs.

Swiss Avenue Garage, 2508 Swiss Ave. Auto repairs.

Taylor Bedding Manufacturing Co., 3902 Elm St. Mattress manufacturers.

James C. Teague, 517 Republic Bank Building. Architect.

Thompson & Thompson, 408-9 Cotton Exchange Building. Cotton.

Thrower Auto Top Company, 4143 Commerce St. Tops and seat covers.

Turner Bros. & White, 1703½ Live Oak St. Contractors.

United Furniture & Transfer Company, 3902 Commerce St. Storage and transfer.

Vellie Motor Sales Company, 2107 Main St., Distributors of Vellie motor cars.

Waldrop Loan & Investment Co., 1000 Main St. Western Indemnity Building. Loans and investments.

Way Engineering Co., 1617 Bryan St. Refrigeration.

Weatherford, Crump & Co., 1307 Young St. Cotton.

Weaver Investment Co., 409 Andrews Building. Investments.

Western Sales Agency, 319 Western Indemnity Building. Merchandise brokers.

Weyenberg Shoe Company, 109 S. Market St. Southwestern distributing branch. Home office, Milwaukee, Wis. Wholesale shoes.

Williamson Auto Company, 2120 Main St. Automobiles.

Young & Dunkerley Inc., 619 Mercantile Bank Bldg. Cotton Seed Products.

—o—

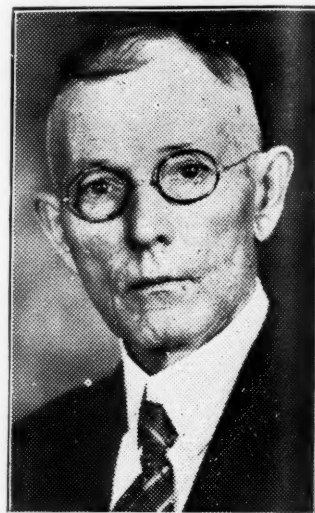
## "Sausage" Lines Place Agent Here

The San Antonio, Uvalde & Gulf Railroad has opened an independent office at 510 Mercantile Bank Building with Joseph P. O'Donnell as general agent. Mr. O'Donnell came here from San Antonio. The "Sausage" lines have heretofore shared an office in Dallas with the Wichita Falls & Southern Railway.

## Mack Truck Company Opens Branch

Southwestern headquarters of the Mack International Truck Company will be moved from Fort Worth to Dallas, with C. E. Craddock as State manager. The \$60,000,000 company, with headquarters in New York, has closed a ten-year lease for \$60,000 on a building that will be erected for them at Ervay and Hickory Streets by Capt. W. E. Easterwood.

## Local Man's Ideas Have Big Development



PONDER GREER

**A** PLAN developed by a Dallas man bids fair to develop into a chain of business concerns located in each large city of the Nation entailed, is given any motorist, Service Station, worked out by Ponder Greer, manager of the local Sprague station at 2101 Commerce Street, which means the selling of automobile tires, like gasoline, through service stations.

"The problems encountered by the big tire manufacturers in cutting down their cost of getting the finished tire from the factory to the user has been their 'jinx' for years," said Mr. Greer. "As much money was needed, in some cases, to get the tire to the user, through the various brokers, wholesalers and dealers, as the tire cost the manufacturers."

Since the Dallas Sprague station was installed and its success developed, several other stations have been placed in various parts of the country. A fleet of trucks working out of each station render almost instant service to motorists in distress with tire trouble. The trucks are completely equipped with necessary tools, air, etc., and free service with no obligation entailed, is given any motorist, regardless where he may be or what kind of tires he has on his car.



## Has Axe That Helped Build First Large House in Dallas

**P**IONEERS of Dallas will be especially interested in a letter the Chamber of Commerce has just received from J. G. Carruth, Texico, N. M., which runs as follows:

"I have a broad axe that my father, William B. Carruth, used in hewing all the frame work of the first house of any size that was built of lumber in your city. There was a number of log houses there but no lumber used. My father was working at the time for two brothers, Watt and Bill Carruth, distant relatives of his. The framework of the house was hewn logs, mortised and pinned together, with no nails used, and the lumber was hauled from Shreveport, La. I think this building was the first mercantile establishment set up in the little village that is now Dallas. I am not certain as to the date of the building, but it was some time before my father married in 1856. My father was commonly known as 'Billy.' He married my mother who was Mary C. Chambers. My grandfather, Elisha Chambers, settled about nine miles north of where McKinney now is. My father and mother settled about twelve miles north of McKinney. I remember hearing my father say that before he married he worked also for Jim Dowell who ran a large plantation and worked negroes. My father came to Texas with Dowell from Tennessee. My father had a set of tools for woodwork. The window sashes were handmade; also the doors and flooring were tongued and grooved by hand. I still have the axe, a drawing knife and a smoothing plane but have lost the rest of the tools. I have heard my father mention several times about making all the framework for the first houses in Dallas that were built of lumber. He was born in Tennessee in 1828 and died at Vernon, Texas, in 1900. If this axe would be of interest to you, I would be glad to hear from you."

## Texas Ranks Third in Oil Production

Final figures for 1922, prepared by the United States Geological Survey, showed that the domestic oil production totaled 557,531,000 barrels, with Texas ranking third among the States with 118,694,000 barrels. Oklahoma, second to California, had a production of 149,571,000 barrels; Louisiana, 35,376,000 barrels; Arkansas, 19,211,000 barrels. This shows 322,852,000 barrels for the Southwest as compared with 557,531,000 for the entire Nation, all of this Southwestern production being within over-night travel of Dallas.

PACKAGE GOODS  
QUAKER OATS NOTIONS DATE  
ROVAL SEAL DATE  
QUAKER BRAND PUFFED RICE  
QUAKER BRAND PUFFED WHEAT  
QUAKER BRAND CORN PUITS  
MOTHER'S WHEAT HEARTS  
SAGE WHEAT FOOD  
QUAKER WHOLE WHEAT FLOUR  
QUAKER FLOUR  
QUAKER CRACKED WHEAT  
QUAKER TONIC CORN FLAKES  
QUAKER BEST CORN MEAL  
QUAKER FLOUR  
QUAKER HONEY WHITE  
QUAKER PEPPED BARLEY  
ETC ETC

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### The Quaker Oats Company

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**CEREAL PRODUCTS**

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DALLAS

BULK GOODS  
ROLLED OATS, OATMEAL,  
CORN MEAL AND FLOUR  
PEPPED AND GRANULATED WHEAT  
ETC ETC

FLOUR  
QUAKER FLOUR  
MOTHER'S FLOUR  
SCHUMACHER PATENT FLOUR  
GRAND WHOLE WHEAT BARLEY  
RICE AND CORN FLOURS  
BALANCED RATIONS  
FOR  
HORSES CATTLE HORSE  
AND POULTRY

August 25, 1923

Mr. W. Marion Newman, President,  
Commercial Printing & Letter Service Co.,  
911 Main Street,  
Dallas, Texas.

My dear Marion:

I am today in receipt of yours of the 22nd, with copy of letter to Mr. Corrie, and want to assure you that any business I can influence to your concern will surely be done, not only because of our personal friendship, but because of the fact that your concern is so far superior in service as to be the outstanding Letter Service Company in Dallas.

Very truly yours,

THE QUAKER OATS COMPANY,

*F. E. Moran*  
Dallas Sales Agent.

F. E. Moran:RJ

## Commercial Printing & Letter Service Co., Inc.

First floor, North Texas Building

911 Main Street, Dallas

X-3393 -- Y-4177

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Howard T. Newman

John R. [Bob] Sims Jr  
Thos. R. Newman



# SPEED WAGON



SPEED in  
SPEEDWAGON refers to—  
FREQUENCY of deliveries and not  
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PROMPT STARTING because of quick  
acting electric starter;  
ACCESSIBILITY of design and con-  
struction;  
VELOCITY of TRAVEL means hustle—  
not race;  
QUICK TANK FILLING at the driver's  
knees;  
ALERT MANEUVERING by having short  
turning radius and responsive  
steering;  
QUICK CONVERTIBILITY by the use of  
combination bodies.

**Reo Motor Car Company**  
of Texas

2111-15 Main St.

Factory Branch

Dallas, Texas

## The Unmatchable Convenience of Natural Gas Service

*It—*

Brings leisure and independence to  
the housewife.  
Conserves strength and health.  
Relieves the business man of worries  
in providing fuel at his plant.  
Is the convenient fuel in the home,  
the store or the power plant.

THE DALLAS GAS COMPANY

## Lubbock Lands Texas Tech College.

THE Texas Technological College locating board on Aug. 8 unanimously awarded to Lubbock the new million dollar institution authorized by the last Legislature. Thirty-six towns were in the contest for the school. Lubbock is the countyseat of Lubbock County and is served by the Santa Fe Railroad radiating in six directions. The school is designed to function largely as does Texas A & M College Station, save that it will be modeled largely after Georgia Tech and Boston Tech with reference to its technological phases. Primarily the school was authorized to serve West Texas, a territory larger than three average States of the Union, and with practically every type of soil and agricultural conditions to be found in the United States. However the technological feature of the school will be of vast benefit to the entire State, in view of the textile development ahead.

The Dallas Chamber of Commerce directors voted unanimously in favor of the new school for West Texas and urged the Dallas representatives at the Legislature to vote for the institution which will mean so much not only for West Texas but the State and Southwest as a whole. Now that the school has been located, the Dallas Chamber congratulates Lubbock upon the honor and responsibility and feels sure it will be competent to meet all obligations.

Lubbock celebrated the securing of the school with a huge barbecue and jollification on August 28, which was attended by Governor Pat Neff, as well as thousands from various parts of Texas. The Dallas Chamber of Commerce was represented at the celebration. State Representative Lewis T. Carpenter of Dallas was introduced as "The man who put the word 'Tech' in the West Texas College," and made one of the feature addresses.

### Suggestion to Young Men

Business is a great adventure; a well of romance so rich in its thrilling moments that no man has ever sounded its depth. A young man must hold on to one essential fact: that the current coin in business, and the only coin consistently current, is character.  
—Edward W. Bok.

Hugh W. Ferguson, president of the Dallas Joint Stock Land Bank, has been elected director of the Tenth Federal Land Bank District.

### ARCHITECTS

F. J. WOERNER & CO.

Sumpter Building, — Dallas, Texas

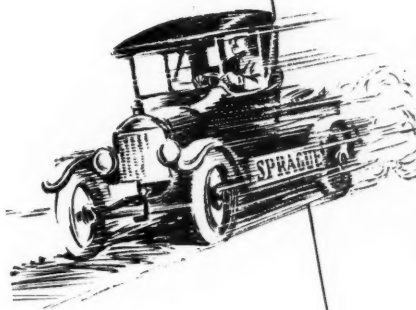


**Van Camp's**  
SINCE 1861.  
INDIANAPOLIS, IND., U.S.A.

Dallas, Texas

June  
15th  
1923

Mr. Ponder Greer,  
Sprague Tire & Rubber Co.,  
Main & Pearl Sts.,  
Dallas, Texas.



Dear Mr. Greer:

I wish to thank you also congratulate you on the excellent tire service which the Sprague Tire & Rubber Company has rendered me.

Thursday night in less than ten minutes after I phoned your Company of my trouble I glanced out and saw your service man removing my flat.

Your response was so prompt I asked the service man was that Sprague Service and his reply that it was, astonished me.

Again thanking you for this excellent service and assuring you that with such service nothing but success can crown your business, I am

Yours very truly,

VAN CAMP'S

*Frank H. Hoff*  
DIVISION SALES MANAGER

JFW\*BB

### TIRES

When you need new tires put on SPRAGUES. Sprague Tires are made to give continuous uninterrupted mileage—

and they do!

**Call Sprague**  
FREE TIRE SERVICE

ANY TIRE—ANYWHERE—ANY TIME

### Tire Service RIGHT!

Simply one more true friend of Sprague Service speaking his mind. We point with pride to instances like this, but, after all, each call is handled just as speedily and with just as much care and interest.

When you have need for tire service—any make of tire—anywhere and any time—(and remember, it's FREE)—call Sprague.

PHONE Y 5418 2101 Commerce St.  
Ponder Greer, Manager





New markets for old products, and profitable markets for new products, gained by the employment of Johnston-built *Printed Salesmen*.

*Merchandising Service, Sales Ideas, Copy Writing, Illustrating, Printing, and Mailing, all under one roof.*

Ask Us for Details

### Johnston Printing & Advertising Co.

*"Everything in Advertising Literature and Printing from the Idea to the Finished Product."*

1901 MCKINNEY AVENUE

DALLAS

# ITA

## "MADE IN DALLAS"

Sick and Accident Insurance

Our \$50.00 Weekly Benefit; \$5,000-\$10,000 Accidental Death Policy is a prime favorite with Merchants, Manufacturers, Traveling Men, Railroad Officials, Bankers, Lawyers, Doctors. Over \$1,000,000.00 paid in benefits to date.

International Travelers Association, Dallas, Texas  
PRICE CROSS, Pres. BEN HAUGHTON, Sec'y-Treas.

Prevent Fire—Protect Your Property

### Smith Detective Agency and Nightwatch Service

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### S. KOENIGSBERG, Inc.

We are Showing Fall Suitings, Latest Importations  
TAILORS AND IMPORTERS  
1306½ Main St.

### Presbyterian Orphanage Will Be at Dallas

The Texas Presbyterian Orphanage at Albany, Texas, the main building of which was lost by fire some time back, will be moved to Dallas, it was decided by the trustees of the school at a meeting attended by Joe E. Lawther and Roland Martin of Dallas. The home now has 120 children. That a more central location will elicit more liberal support from all parts of the State is given as the reason for the change of the home. Formal transfer of the property to the Dallas Presbytery has been effected, but it is thought it will be a year before the home is established here.

### Greater Gas Supply for Dallas Assured

Work on the extension of the gas pipe line of the Lone Star Gas Company into the Ranger-Eastland field has been started with a view to having the \$1,300,000 line completed by Oct. 15, it is announced by R. A. Crawford, vice president of the Lone Star Gas Company, which moved headquarters from Fort Worth to Dallas a few years ago. The gas will be brought into Dallas by way of Cleburne. The new line will put 50,000,000 additional cubic feet of gas into the company's system serving various North Texas cities and towns.

### Farm Bureau Arranges Big Cotton Loan

The Texas Farm Bureau Cotton Association, with headquarters at Dallas, has arranged with a New York banking syndicate headed by the Seaboard National Bank and Goldman, Sachs & Co., for a large loan to assist in the orderly marketing of the cotton of its members. The initial credit was for \$10,000,000, with a series of other loans as needed. Sloan Simpson, treasurer of the association, said it would probably handle 200,000 bales of cotton and that between \$25,000,000 and \$30,000,000 will be required to handle the crop. It is expected that Texas bankers will furnish between \$5,000,000 and \$10,000,000 of the amount.

### Garment Manufacturers Now Organized

C. L. Pool of Sherman was elected president of the Texas Garment Manufacturers' Association, formed at a conference here last month. It was announced that the primary purpose of the organization is to "guard against the invasion of out-of-State concerns who are trying to tie up the State under contracts whereby convicts would be used in such factories for making work garments."





## Dallas County Community Fairs Begin

The second season for the Dallas County Community Shows opened auspiciously at Garland, August, 30-31, with thousands of people from throughout the County, including a large delegation from Dallas, witnessing the splendid exhibits and enjoying the many other attractions. The Agricultural Department of the Dallas Chamber of Commerce works in co-operation with the various local committees in helping to make these community fairs the greatest possible success. All Dallas people, and especially Dallasites who were former residents of the respective show towns, are urged by the Chamber to visit this series of fairs. The remaining schedule of the fairs follows: Richardson, September 7-8; Grand Prairie, September 14-15; Mesquite, September 21-22; Lancaster, September 28-29; Carrollton, October 5-6.

## Many Tourists Visit Automobile Club

During the summer more than 1,000 automobile tourists a month have been calling at the office of the Dallas Automobile Club in the Chamber of Commerce Building for touring information. Automobile touring is constantly increasing, with improved highways and increased purchases of automobiles. Dallas is a touring center, being located on the following highways: Bankhead, King of Trails, Dallas-Canadian-Denver, Dixie Overland and Meridian.

## Dallas Plumbing Firm Given Publicity

The August 11 issue of Domestic Engineering, important Chicago weekly devoted to the plumbing and heating industry, devoted three pages to the photographs and an article descriptive of the Dallas Plumbing Company. It quotes in detail many of the plans upon which Clarence L. Dickerson, head of the company, has built a most successful plumbing business, offering these for emulation by its readers.

## Orange County Fair to Be Held Nov. 12-17

In the list of Texas fairs published in the last issue of "Dallas" the Orange County Fair, Nov. 12-17, was unfortunately omitted. Information concerning the fair can be secured from Secretary H. J. Luhn of the Orange Chamber of Commerce.

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Perfect fruits are no surer under the laws of nature than are *profits* under the laws of business.

*Knowledge* is the elimination of guess work—the heat and the light of the sun.

*Management* is a science, the fundamental principles of which change no more than the fundamental principle of soil or rain.

*Organization* is the machine, utilized and controlled by Management, to produce *profit*. Like nature it functions only when directed by *Knowledge*.

The Fruits of business success are *being picked* today by *managers who know*—whose methods are founded on the fundamental principles of Knowledge, Management, and Organization—as *immutable as the laws of nature*.

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## New Chamber Members Added in August

**T**HE Membership Department reports sixteen budget subscriptions, representing forty-one memberships, and thirty-two new individual members, despite the fact that much of the time of the department during the vacation period has been devoted to other activities. Members are requested to study the list carefully, note the business classifications of the new members, and give them consideration when in need of merchandise or service these members can furnish.

### NEW BUDGET SUBSCRIBERS

**Cole Top & Paint Co.**, 2820 Commerce St.; Virgil Cole, president. Automobile painting and tops.

**Corbin's Shoe Store**, 1616 Elm Street; C. D. Corbin, proprietor. Women's high grade shoes.

**Empire State Shoe Company**, 707 Main Street; Leo Mintz and W. H. Martin. Wholesale shoes.

**Halaby Galleries**, Majestic Theatre Building; N. E. Halaby, proprietor. Oriental rugs, art goods and interior decorations.

**Hesse Envelope Company of Texas**, 911 Caruth Street. Increase in subscription.

**Hughes Platter & Co.**, 1400 Young Street; D. A. Hughes and H. V. E. Platter. Cotton buyers and exporters.

**Hupmobile Motor Cars**, Foster P. Jennings, dealer, and J. R. Overstreet, distributor; Commerce and Preston Streets.

**Investment Finance Corporation**, 603 Magnolia Building; E. Gordon Perry, president. Automobile finance.

**Ben E. Keith Company**, 2018 Cadiz Street; Ben E. Keith, president. Wholesale fruits and produce.

**George V. Launey & Company**, 1502½ Young Street; George V. Launey, president. Cotton merchants.

**Rowe-Daniel Petro-um Company**, 1306 Young Street. Oil producers.

**Schwarzenbach, Huber & Co.**, 204 Southland Life Building; Norman Armitage and V. M. Brickell. Wholesale silks.

**Spencer Hedrick Motor Company**, 2210 Commerce Street. Distributors of Cole Eight automobiles.

**Texas Corrugated Box Company**, Aviation Repair Depot, Love Field; J. H. Oppenheim, president. Manufacturers of corrugated boxes.

**Weyenberg Shoe Company**, 109 South Market Street; L. G. Wallace and C. A. Martin. Wholesale shoes.

**Worsham Buick Company**, Ross Ave. and North Akard Street. Buick dealers.

### NEW INDIVIDUAL MEMBERS

**American Window Cleaning Company**, 111 N. St. Paul St.; B. Gilmer, proprietor. Window cleaning and janitor service.

**Ash & Jackson**, 203 Lins Building. Attorneys.

**Briggs, Dickson & Watson**, 1806 Greenville Ave.; Claud E. Briggs. Real Estate.

**Clarke & Courts**, 912 Insurance Building; Randolph Dixon, representative. Manufacturing stationers and printers.

**Connor Investment Company**, 527 Slaughter Building; R. E. Bramlett. Automobile finance.

**Dallas Mercantile Company**, 401-2 Praetorian Building. William T. Erb. Merchandise brokers.

**Dalton Adding Machine Co.**, 210 T. & P. Building; C. S. Cooper. Adding and calculating machines.

**Diamond Steel Highway Sign Co.**, 507-9 First Ave.; E. A. Decker, president. Highway advertising.

**Fuller Construction Company**, 409 Southland Life Building; David J. May, Jr., vice president. General contractors.

**Houdaille Fork Company**, 2114 Jackson St.; Eugene Polk. Shock Absorbers.

**Jenkins Vulcan Spring Company**, 2216 Commerce Street; J. M. Egan. Manufacturers and distributors of automobile springs.

**Johnson & Johnson**, 811 Wilson Building. Commercial adjusters and wholesale collections.

**Fred P. Kaiser Publishing Company**, 311 Southwestern Life Building; W. T. Pace, manager. Publishers of History of Texas.

**Harry Knight**, 2114 Jackson St. Manufacturers' agent—automobile accessories.

**H. Kohnstamm & Company of Texas**, 3605 Main Street; V. A. Graham, manager. Laundry and garment dyers supplies.

**Lynch-Sharp Rubber Company**, 4300 Bryan St.; W. M. Lynch, president. Wholesale and retail tires and accessories.

**John McClellan & Company**, 1505 Commerce St.; A. Baldinger, manager. Toys, crockery, glassware, interior decorations—wholesale only.

**McDougal-Haynes Company**, 2223 Commerce St. Distributors of Haynes automobiles.

**M. L. Martin**, 2006½ Commerce Street. Manufacturers' agent automobile accessories.

**Mayhew Machine & Engineering Works**, 2713 Commerce Street; H. W. Mayhew, proprietor. Machinists, welding, forging.

**Phoenix Brick & Tile Company**, Magnolia Building; C. W. Martin, representative. Brick and tile.

**Preston Street Tailors**, 106 North Preston Street; Fred Skidmore, proprietor. Tailors—cleaning and pressing.

**Allen Reed**, 413 North Texas Building. Attorney.

**Southland Motor Company**, 2620 Main Street; J. K. Thompson. Distributors H. C. S. motor cars.

**Standard Fixture Company**, 2308 South Ervay Street; Harry Cohen, manager. Manufacturers of window display fixtures.

**James C. Teague**, 517 Republic Bank Bldg. Architect.

**Texas Hardware & Implement Mutual Fire Insurance Co.**, 822 Mercantile Bank Bldg.; W. B. Oliver, acting secretary and manager. Mutual fire insurance.

**Thompson-Munro-Robins Chemical Company**, 4319 Junius Street; George W. Grigsby, representative. Chemicals and allied products.

**Thompson & Thompson**, 409 Cotton Exchange Building; N. C. Thompson. Spot cotton brokers.

**Western Sales Agency**, 319 Western Indemnity Bldg.; A. E. Wilder, manager. Merchandise brokers—food products.

**A. H. Wicker & Co.**, 1420½ Wood Street; A. H. Wicker. Cotton merchants.

**Floyd Willis & Company**, 1418 Wood Street. Cotton.

**FRED L. LAKE & CO., Inc.**  
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## Saner Heads American Bar Association

R. E. L. Saner of the Dallas law firm of Saner, Saner, Turner & Rodgers, has been elected president of the American Bar Association. Mr. Saner came to Dallas in 1895 and has held many positions in both the Texas and American Bar Associations. This is another of the ever-increasing list of the highest honors that can be paid American business and professional men that have been bestowed upon Dallasites.

## Put Texas Cotton Crop at 3,722,000 Bales

The Federal Department of Agriculture on Aug. 31 estimated the cotton crop of the Nation at 10,788,000 bales, with 3,722,000 bales, or more than one-third of the entire American crop assigned to Texas, with more than one-half for the Southwest. The Nation's crop last year was 9,761,817 bales. Following is the report by States for 1923:

State	Condition.	Bales
Virginia	93	500,000
North Carolina	71	885,000
South Carolina	57	708,000
Georgia	42	827,000
Florida	30	17,000
Alabama	52	828,000
Mississippi	48	858,000
Louisiana	53	361,000
Texas	55	3,722,000
Arkansas	57	948,000
Tennessee	64	415,000
Missouri	67	193,000
Oklahoma	46	791,000
California	88	43,000
Arizona	90	83,000
New Mexico	88	59,000

## Publicity for Dallas

During the past month Commerce and Finance, New York City, carried generous space descriptive of Dallas, used in connection with a page advertisement on Dallas carried by E. B. Norman & Co., New Orleans cotton merchants. Monty's Magazine and a publication of the Southern Pacific Railway also devoted good space to Dallas during the summer. Speed-Up, official organ of the Submarine Boat Corporation, Port Newark, N. J., will carry a Dallas story and photographs in its September issue. The Architect and Engineer, San Francisco, carried a Dallas building story, and the Philadelphia Public Ledger a Dallas business summary. These are but a few of the various publications to which the Chamber of Commerce has furnished Dallas publicity matter during the past few weeks.



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## This Sign Means You're Near Home

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### How You May Send Your Voice Home

**Station to Station Calls**—This service is quicker and costs less. Use it if you will talk to anyone who answers the telephone at the number you call. **Evening Station to Station Calls** (8:30 p. m. to midnight) are half the day rate (minimum 25c); **Night Station to Station Calls** (midnight to 4:30 a. m.) are one-fourth the day rate (minimum 25c). **Person to Person Calls** (calls to a particular person) cost about one-fourth more than Station to Station day service. Be sure to tell the Long Distance operator which class of call you wish to place.

*Ask the operator for sample rates to any points in which you are interested.*

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*Your Voice is You—Visit Them by Telephone*





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E. A. Randall has been appointed manager of the local bottling plant of the NuGrape Company, which has its headquarters at Atlanta.

All business of the Mack Truck Company in the Southwestern trade territory will be handled through the Dallas office instead of the Fort Worth office, it is announced by C. E. Craddock, who is in charge of the district office.

J. E. Newberry, first assistant district attorney, and R. B. Allen Jr., assistant district attorney, have resigned to become connected with the law firm of R. B. Allen Sr.

E. F. McIntyre of Dallas has been placed in charge of the International Petroleum Exposition and Congress to be held at Tulsa, Okla., the week beginning Oct. 8.

L. A. Key has joined the Rose Motor Company, handlers of the Chevrolet car, in the capacity of salesman.

C. M. Welch, who has been identified with the Paige-Jewett Motor Company at Memphis, Tenn., as district manager, has been named manager of the Paige-Jewett Motor Company of Texas, with offices at 2925 Commerce Street. This is a branch of the Paige-Jewett Motor Company of Detroit.

The Oak Cliff Tribune is now owned by Buck W. Brown and the new editor is Elna Frances Wesson, Mr. Guggenheim having disposed of his interests in the paper.

W. B. Starr & Co., cotton factors, have leased the new building being erected by the Easterwood-Felder Realty Company at 409-11 S. Akard Street, just south of the cotton Exchange Building.

The Christy-Dolph Construction Company of Dallas has secured the contract for the erection of a \$40,000 high school building at Moran, Texas.

Sanger Bros. will occupy about Nov. 1 the entire block at Main, Lamar, Austin and Elm Streets, taking over the eight-story Trust Building, which they own and which is now occupied by tenants. The Trust Building is being remodeled to meet the requirements of Sanger Bros.' occupancy.

Dallas has won the golden jubilee meeting next year of the Texas Sunday School Association, one of the largest conventions held annually in Texas.

C. F. Weiland of Dallas was elevated from imperial kadi to imperial basha at the annual convention of the Dramatic Order of Knights of Khorasan at Portland, Ore.

Walter K. Setzer has been appointed acting chief of the administration section of the Veterans' Bureau at Dallas, and Ben Mercer Davis chief of the supply section.

Paul W. Lawther, who has been salesmanager for S. F. Bowser & Co. has gone from Dallas to Fort Wayne, Indiana, to become sales manager for the Central Oil Company, a division of the same firm as the Bowser Company.

Hugh S. Fry, who has been general agent of the Transmarine Lines in Dallas, has been appointed assistant general freight agent and will remain in this city in that capacity. L. V. LaTaste Jr., and Burford Freeman have likewise been appointed traveling freight agents with the same line with headquarters at Dallas.

Membership in the Texas Farm Bureau Cotton Association has passed the 27,000 mark, as compared with 20,000 last season.

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The Dallas Camera Club has elected V. H. Schoffelmayer as president and A. M. Belsher, secretary.

George Ashley Brewster will direct the choral work for the Morgan School this season, as well as teach private classes in voice at the school.

Wayne Murray has taken over the interests of C. E. Swalwell, who has been manager of the Morten-Swalwell Company, distributor of Maxwell and Chalmers cars, Mr. Swalwell deciding to devote his time to his garage interests.

James L. Waller has resigned his position at the Dallas Trust & Saving Bank to become a partner in the firm of Waller Bros., commercial printers.

H. T. Lindsey has been appointed Commercial Agent for the Southern Steamship Company of Philadelphia, with local office at 2015 Magnolia Building.

The capital stock of the Texas Drug Company was increased from \$200,000 to \$300,000 when recent changes in the firm were made, Col. S. E. Moss having sold his interest. The new officers are J. T. Coulson, pres., Rosser J. Coke, vice pres., Earl C. Scott, secy., R. M. Rowe, treas.

Robert B. Wylie, graduate of Southern Methodist University, has been elected bursar of McMurry College at Abilene, Texas.

The North Highland Improvement League, composed of residents living between Roberts Avenue and Mockingbird Lane, north of Highland Park, has been formed with L. H. Porter as president.

Students of the Dallas night school art classes have provided a series of poster advertisement which have been accepted by the Dallas Railway Company. Prizes aggregating \$75 were awarded, with Mrs. Paul McCully as first prize winner.

Miss Ruth Brand, 3408 1/2 Holmes Street, was selected by a group of five Dallas artists to be "Miss Dallas" at the Atlantic City National Bathing Beauty Tournament in Sept. The artists acted for the Gardner natatorium, which staged the local contest.

An organization of some 35 property owners along Rowlett Creek, near Garland, has been formed to straighten the channel of the stream, shorten it some seven miles and reclaim about 2,000 acres now subject to overflow.

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The Texas Employers Insurance Association bases its claim to your consideration as a medium for carrying Workmen's Compensation Insurance strictly upon the basis of accomplishment. For ten years the unchallenged leader in its field, it offers today the maximum of Security and Service—and the minimum of Cost.

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Dallas



## Keeping up with busy Dallas

Jack Doty has returned to Southern Methodist University and will teach in the department of history. He was awarded Rhodes scholarship as a student of S. M. U. in January, 1920, and has been at Oxford University since that time.

The Autocar Company has decided to replace all five-ton Autocar trucks in the State of Texas with smaller models which come within the new State law, which provides that no motor vehicle shall be licensed whose gross weight, including load, is greater than 650 pounds per inch width of tire, or more than 6,000 pounds on any one wheel, or whose body is wider than ninety inches.

Dallas' list of excellent theaters has been augmented by the opening of the Oak Lawn Theater in the 2900 block on Oak Lawn Avenue, operated by A. J. Urbish.

Dr. P. E. Riley has been re-elected editor of the Texas Christian Advocate.

C. D. Hill has been elected president of the Lions' Club to succeed F. L. Hockensmith who resigned because his business kept him out of the city much of the time.

Dr. J. F. Kimball, superintendent of the Dallas public schools, delivered the commencement address before the summer class of the College of Industrial Arts, Denton.

The Very Rev. Thomas C. Powers of Chicago has been named president of the University of Dallas succeeding the Very Rev. Dr. William P. Barr, who was transferred to the presidency of St. Mary's Theological Seminary, Perryville, Mo.

Accountants and auditors of Texas, Oklahoma, Arkansas, Louisiana and New Mexico will convene in Dallas Oct. 26 and 27 to meet the officers of the American Institute of Accountants. W. P. Peter is chairman of the program committee.

John W. Philp, Dallas postmaster, has been re-elected president of the Texas Postmasters' Association.

The Little Theater will give as its first offering this season "Icebound," a three-act play, early in October. It will be offered in the new home of the theatre on Olive Street between Bryan and Live Oak. Oliver Hensdell, newly elected director of the Little Theater, will arrive in Dallas about the middle of September.

Col. William E. Talbot has resigned as director of organization for the Republican party in Texas, with headquarters at Dallas, to become sales manager of the American Rio Grande Land & Irrigation Company of Mercedes. He will be succeeded by Clinton S. Bailey, Dallas attorney.

The Bellows-Maclay Construction Company of Dallas has been awarded the general contract for the construction of the new administration building of the State Teachers' College at Denton. It is estimated the total cost of the structure will be \$310,000.

Miss Gaynell Hawkins, research secretary of the Civic Federation of Dallas, has returned to the city after a leave of absence of some months while engaged with the United States Coal Commission as a special investigator in the coal fields of Pennsylvania.



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George Mertado has assumed his duties as secretary at the local Mexican Consulate, succeeding Enrique Mexia.

W. O. Rothwell has been appointed acting chief of the rehabilitation division of the Veterans' Bureau, 14th District, succeeding W. F. Doughty who resigned to enter private business.

Roy Jones, president of the Panhandle Refining Company, Dallas, has been named chairman of a subcommittee of the National Petroleum Marketers' Association to ascertain the cost of oil refining.

The first bale of cotton ginned in Dallas County was raised by John Cunningham, Farmers Branch. It was ginned Aug. 7, brought 24c a pound together with a \$25 premium offered by the Dallas Cotton Exchange.

R. C. Craft has been appointed chief clerk to G. H. Pionion, purchasing agent of the Texas & Pacific Railway.

The Moroney Hardware Company has taken a six and one-half years lease on the four-story brick warehouse at Ross and Market Street from the Southwest General Electric Company for \$100,000. The hardware company will sublease its warehouse at Lamar Street and office and warehouse on Patterson Avenue and Camp Street and consolidate its business at its new location.

R. G. Wood has been transferred from the factory to the Texas, Oklahoma and Louisiana territory as general sales representative for the Letz Manufacturing Company, with headquarters at Dallas. He succeeds the late Frank K. Garver.

Harry Cooper, 19-year-old assistant professional at the Municipal Golf Course, won the first annual event of the Professional Golfers' Association of Texas held at Galveston Aug. 8-9. His scores for the 72 holes were as follows: 76-82-78-76—312. The win entitles him to represent Texas at the national professional golfers' tournament in New York Sept. 19-24, with all expenses paid.

The "Medical Arts Circle" is the designation the City Commission will be asked to apply to the intersection of Pacific Avenue, Live Oak Street and St. Paul Street. This was determined at a mass meeting of property owners and occupants of buildings in this section.

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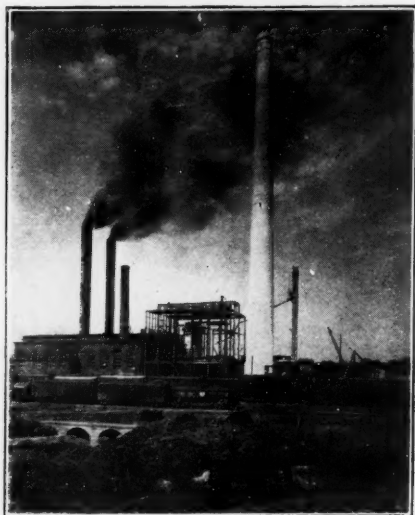
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## New Smokestack of Power Plant Reaches the Clouds

Foundation is laid on solid rock twenty feet below the surface of the ground for the great smokestack of the new addition to the Dallas Power & Light Company plant. This chimney is the largest reinforced concrete smokestack ever built. It will be 350 feet tall—the second tallest structure in Dallas.

The base of the structure is fifty feet in diameter and six and a half feet thick, of reinforced concrete. It will contain 800 cubic feet of concrete and 60 tons of reinforcing steel rods.

The plant additions that this chimney is a part of will practically double the electrical generating capacity of the company. The cost of the addition is in excess of two million dollars.

**A CITY TO DEVELOP CONTINUOUSLY  
MUST ALWAYS BE PREPARED TO ADE-  
QUATELY SERVE NEW CITIZENS AND  
NEW INDUSTRIES.**

Public Service Companies entrusted with the task of supplying essential services to the public, must necessarily be forward looking and far-sighted in order to anticipate and keep pace with the city's development.

# Dallas Power & Light Co.

## 1,100 Miles of Improved Roads for County

DALLAS County's road system, embracing twelve cardinal highways, six intermediate roads and a nine-mile belt line, will be completed within eighteen months, it is announced by County Judge Arch C. Allen. In all the county will have 1,100 miles of hard-surfaced and paved roads. The mileage laid by the county from the \$6,500,000 bond issue will total 330 miles. The Richardson road, the last of the cardinal highways to be constructed, will be finished in one year after construction begins this fall. Base work on the Lancaster road has been carried as far as the county line and the topping is expected to be laid on it by early spring. More than one-fourth of the belt line has been completed and one-fourth is under construction. The State Highway Commission has awarded \$175,000 to Dallas County for use on State Highway No. 6, the King of Trails. Dallas County surpasses every other county in the southwest in the number and condition of its roads, in the opinion of Judge Allen. —o—

## New Railway for City Is Indicated

Entrance of the Louisiana Railway & Navigation Company into Dallas over one of four lines operating into East Texas probably will be decided upon and arrangements started before the end of the year. Officials of the line, recently purchased by William Edenborn, were in conference here last month with the Traffic Department of the Dallas Chamber. —o—

## Cotton Belt Tracks to Be Elevated

An overgrade crossing will be constructed immediately where the Cotton Belt Railroad tracks intersect Lemmon Avenue, it was announced following a conference of city and county engineers with engineers of the Cotton Belt. The crossing will cost about \$60,000, with the railroad spending between \$40,000 and \$50,000 and the remainder shared by the city and county. The elevated crossing will eliminate one of the most dangerous points in the city. —o—

## Banking and Insurance Heads Named

J. L. Chapman of McKinney has been appointed by Governor Neff as Commissioner of the State Banking Department and John M. Scott of Fort Worth as Commissioner of the State Insurance Department. This was in accordance with action by the Legislature separating the two departments, effective Aug. 14.

Meet

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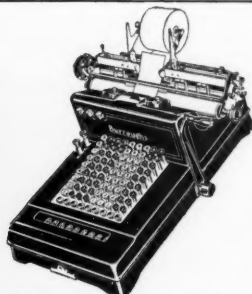
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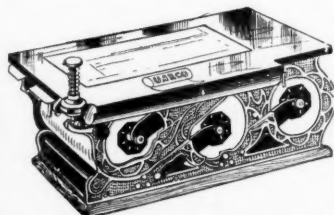
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# DALLAS

## *Financial Center of the Southwest*

¶ Dallas, one of the twelve leading business centers of the Nation, chosen by the Government as sites for Federal Reserve Banks, is unquestionably the logical location for any concern seeking Southwestern headquarters.

¶ Statistics from the Secretary of State's office show that Dallas is the headquarters for as many Northern concerns as the three other largest cities of Texas combined.

¶ The financial center of a territory means the business center, the manufacturing and distributing center. Northern concerns choose Dallas because it is the business capital of Texas, the greatest producer of raw materials in the Nation and with three-fourths of its tillable lands still untouched by the plow. Dallas is the leading distributing center for the Southwest, which has produced \$5,000,000,000 worth of new wealth in a single year or \$500 worth for each man, woman and child in the territory. Dallas is also the logical gateway to the rapidly developing Mexican market.

¶ Dallas ranked 23rd in bank clearings in 1922 in the Nation, according to Bradstreet's, although the 1920 Federal census showed it ranking only 42nd in population. Bank clearings are regarded as one of the surest indices of a city's commercial strength and activity.

¶ Dallas Clearing House banks co-operate closely with the Dallas Chamber of Commerce in aiding new concerns to become satisfactorily located in Dallas, and in all other efforts looking to the upbuilding of the city.

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*Connections are offered by members of the*

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